

**Jim Nester**

**Senior Director of Marketing & Client Advocacy North Carolina Food MCNC**

With broad industry experience, MCNC's Sr. Director of Marketing & Client Advocacy, Jim Nester has an extensive track record of uncovering opportunities, challenging what is known, innovating to forge the ‘next,’ and building consensus and collaboration across diverse stakeholders throughout the process. Throughout his career - whether in the political, agency, or broadband environment he has extensive experience in innovating and executing corporate marketing, communications, branding, public affairs, and media relations strategies to advance interests, enhance brand integrity, and scaffold and ‘stand up’ business priorities. He has served as a thought leader and key contributor to high-profile initiatives, mergers and acquisitions, and market diversification and expansion. He possesses deep experience articulating influential narratives fueling corporate growth, alliances, issue advocacy, crisis management, risk mitigation, and grassroots initiatives.

For more than a decade in his role at Segra (formerly Lumos Networks) he not only managed the rebranding of nTelos Wireless to Lumos Networks and then Lumos to Segra, but also played a vital role in the growth and expansion of the company championing the development and execution of all marketing, public affairs, branding, and reputation management strategies as well as government affairs activities including legislative involvement, regulatory influence and stakeholder engagement. He also managed all corporate sponsorship including relationships with the NCAA, MiLB, MLB, NHL, MLS, and PGA Tour.