



Jordan Whichard

Vice President

Jordan Whichard's collaborative spirit and belief in constant improvement through connection has shaped his approach to purposeful project management and community building. Throughout his two decades of leadership across state and federal government and in the private sector, Jordan has earned a reputation as a strategic thinker who values integrity, creativity and results.

In his service to the State of North Carolina, Jordan has advised two governors on a wide range of complex issues including government affairs, economic development, crisis management and more. Before joining NP Strategy, Jordan served as Chief Deputy Secretary at the North Carolina Department of Commerce under both Governors Roy Cooper and Josh Stein. Prior to that, he was Governor Cooper's Director of Intergovernmental Affairs.

During President Barack Obama's presidential campaigns and at the White House, Jordan helped to craft visual messages that met the moment and shaped the President's image around the country and the globe, from middle school gymnasiums in Iowa to the crowded streets of Berlin to wartime Afghanistan.

Jordan earned a Bachelor of Arts in Political Science and Management & Society from the University of North Carolina at Chapel Hill (Go Heels!), and has served on the Board of Directors for the North Carolina Railroad Company and the North Carolina Global Transpark Authority. He is an alumnus of Leadership North Carolina, Class 31, and a member of the Order of the Longleaf Pine, North Carolina's highest civilian honor.

A native of eastern NC, Jordan is most at home on the waters of his home state, from the salty Atlantic Ocean and brackish Pamlico River in the east to the cold-water trout streams of the Blue Ridge Mountains. He and his wife Jessica live in Raleigh with their two daughters and one mischievous hound dog, Townes.



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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Project Launch
- Public Affairs
- Stakeholder Management