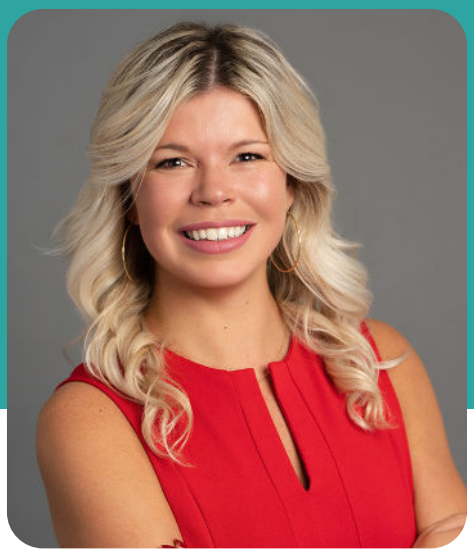
NP STRATEGY

Macy Wilson

Project Manager



Macy Wilson is a strategic operator who thrives on bringing order to complexity without losing sight of the bigger picture. Calm under pressure and relentlessly organized, Macy is known for anticipating needs and is someone others can count on to take ownership, follow through, and deliver quality work on time. She brings a behind-the-scenes mindset to her work, identifying potential challenges early and solving them before they become problems for her clients.

As a Manager at NP Strategy, Macy works alongside clients and account teams to turn strategy into action. She takes ownership of the moving pieces behind an engagement, creates clarity around what needs to happen next, and keeps the work moving toward the larger goal. Whether navigating competing priorities or keeping an eye on the bottom line, her goal is simple: make life easier for the people she works with and ensure nothing falls through the cracks.

Macy joined NP Strategy after nearly eight years with the NFL Players Association and its commercial arm, NFL Players Inc., where her career evolved from accounting into strategy and operations. Working closely with senior leadership, she became a trusted hand on complex initiatives spanning internal teams, external partners, multi-million-dollar budgets, and high-profile events like NFLPA Rookie Premiere. These experiences shaped the way Macy approaches clients, from understanding exactly what matters to making sure pieces are moving before anyone has to ask.

A Georgia native and University of Georgia graduate, Macy spent a decade in Washington, D.C., before relocating to Raleigh. Outside of work, she is usually planning her next trip, baking something from a family recipe, or watching football. A lifelong Georgia Bulldogs fan, Saturdays in the fall mean red and a loud "Go Dawgs". Her love of football has taken her to the last five Super Bowls, where predicting the halftime performer has become almost as much a tradition as the game itself.

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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Message Development
- Stakeholder Management