



Brian Holland
Board Chair

May 20, 2025

Honorable Susan P. Evans
Chairman
Wake County Board of Commissioners
P. O. Box 550
Raleigh, NC 27602

Dear Commissioner Evans,

The Capital Area Workforce Development Consortium Agreement between Wake, Johnston, Lee, Chatham, and Orange Counties specifies that the Chairman of the Wake County Commissioner's Board serves as the Consortium's Chief Elected Official. The Chief Elected Official is the appointing authority for members of the Workforce Development Board and the signatory official for various Consortium documents.

Enclosed is the application for Cameron McNeill, Product Expansion Market Lead at Guild, who expressed interest in appointment to the Capital Area Workforce Development Board. Ms. Pat E. Sturdivant, CAWD Executive Director, and I interviewed with Mr. McNeill and feel he would be an asset to the board. He was also nominated to be a part of the board by the Colorado Technology Association. As Chair of the Board, I request that Cameron McNeill be appointed as a member of the Capital Area Workforce Development Board, representing the private sector, with a term of June 1, 2025 – May 31, 2027.

If you have additional questions after reviewing the membership application, please contact Ms. Sturdivant at 919-856-6048.

We look forward to working with you in continuing our successful service to the businesses and citizens of Wake, Johnston, Lee, Chatham, and Orange Counties.

Sincerely,

A handwritten signature in blue ink, appearing to read 'B. Holland'.

Brian Holland
Board Chair

cc: Pat E. Sturdivant

Enclosures

"PARTNERSHIPS FOR WORKFORCE EXCELLENCE"

Post Office Box 550 • Raleigh, North Carolina 27602-0550
Office: (919) 856-6040 • Email: capitalareawdb@wake.gov

Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities.

Profile

Which Boards would you like to apply for?

Capital Area Workforce Development Board: Submitted

Please select your first Board preference: *

☒ Capital Area Workforce Development Board

Please select your second Board preference: *

☒ None Selected

Please select your third Board preference: *

☒ None Selected

Please select your fourth Board preference: *

☒ None Selected

Please select your fifth Board preference: *

☒ None Selected

Please select your sixth Board preference: *

☒ None Selected

CameronCMcNeill

First NameMiddle InitialLast Name

529 Euclid St

Street AddressSuite or Apt

RaleighNC27604

CityStatePostal Code

What district do you live in?

None Selected

Mobile: (919) 219-4563

Primary PhoneAlternate Phone

mcneill.cam@gmail.com

Email Address

Guild

Employer

Product Expansion Market Lead

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I have spent my entire career in workforce development—helping individuals access meaningful employment opportunities and ensuring businesses have the talent they need to thrive. At McKinsey, I worked with major Southeastern cities to analyze labor market trends and design economic growth initiatives. At the John M. Belk Endowment, I focused on strengthening North Carolina’s workforce system, leading public-private partnerships that secured critical state funding for community college workforce programs. Now, at Guild, I drive global workforce development strategy, partnering with Fortune 500 employers to expand access to education and upskilling opportunities for employees. What drives me is the intersection of two passions: workforce development and my commitment to North Carolina. I believe the strength of a community is deeply tied to the strength of its workforce, and I have spent years working to ensure that North Carolinians—whether through apprenticeships, upskilling programs, or employer partnerships—have pathways to economic mobility. Joining the Capital Area Workforce Development Board is an opportunity to bring my expertise home, applying my experience in corporate strategy, labor market analysis, and cross-sector partnerships to strengthen the workforce ecosystem in the Capital Area. I am eager to contribute my skills to help the board navigate evolving labor market trends, engage employers in meaningful workforce initiatives, and create more accessible pathways to economic success for individuals in our region.

Work Experience

I currently lead new product launches at Guild - a leading workforce development company that partners with some of the largest employers in the US (e.g., Target, Disney, Lowe's). Previously, I was on Guild's Corporate Strategy team, where I built our market intelligence function and led cross-functional strategic projects. Before Guild, I worked at the John M. Belk Endowment (a ~\$350M dollar foundation focused on North Carolina's postsecondary + workforce development system), leading grant-making initiatives. I started my career as a consultant at McKinsey & Co, a leading global consulting firm, where I focused on higher education and economic development projects.

Volunteer Experience

I currently volunteer on the Morehead-Cain Scholarship selection committee. I previously led McKinsey & Co. recruiting for UNC-CH. I recently completed the City of Raleigh Planning Academy, a five-week long program focused on urban/municipal planning.

Education

I graduated from the University of North Carolina at Chapel Hill with a B.A. in Economics with Highest Distinction. At UNC-CH, I was a Morehead-Cain scholar, and made Dean's List all semesters.

Comments

[McNeillCameron_Resume_02_25.pdf](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics

Date of Birth

Gender *

☒ Male

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners, found [here](#).

CAMERON CALDWELL MCNEILL

529 Euclid St. Raleigh, NC 27604 || (919) 219-4563 || mcneill.cam@gmail.com

EXPERIENCE

GUILD (fka Guild Education)

Raleigh, NC || New York, NY || Remote

Series F workforce development company

Product Expansion Market Lead / Sr. Corporate Strategy Manager / Corporate Strategy Manager

7/2021 - Present

- Spearhead Guild's first net-new product into global markets; define product and market strategy, collaborate cross-functionally with engineering, product, and operations teams, and drive business growth across multiple Fortune 500 employers
- Led the market intelligence function; designed structure to gather, synthesize, and communicate insights to relevant stakeholders; act as internal subject-matter expert for all company-related market intelligence
- Explored and launched third-party ecosystem partnerships: created partnership theses, conducted research on market areas, evaluated players, presented business cases to leadership, and executed partnerships
- Conducted three due diligences; organized cross-functional leaders, developed and synthesized insights (e.g., modeling, memo-creation, company interviews), and maintained relationships with "target asset" leaders and third-parties
- Managed several cross-functional strategic initiatives concurrently (e.g., apprenticeships, global, government); developed and aligned recommendation with leadership, organized various functions, and monitored impact on the business
- Supported annual corporate strategy process through market and internal analyses; led to first KPI-driven corporate strategy

JOHN M. BELK ENDOWMENT

Charlotte, NC || Remote

~\$350M foundation focused on North Carolina's postsecondary education system

Fellow / Secondment from McKinsey

8/2020 – 6/2021

- Reviewed and evaluated grant applications; provided guidance to grantees on tracking mechanisms, budget, and project strategy
- Developed and led first public/private partnership in foundation history; resulted in ~\$1M in state funds for an external ROI study on North Carolina's Community College System
- Managed junior team members, providing mentorship, feedback, and general support
- Consulted various North Carolina non-profits on operations strategy

McKINSEY & COMPANY

Atlanta, GA

Global management consulting firm

Sr. Business Analyst / Business Analyst / Summer Business Analyst (select engagements)

Summer 2017 & 9/2018 – 8/2020

- PHARMACEUTICAL DEVELOPING COVID-19 VACCINE: Developed vaccine implementation plans for HR, Finance, and Legal functions; supported cross-functional coordination between research, manufacturing, and G&A during time of rapid expansion
- FOUR-YEAR UNIVERSITY: Led first-year yield operations efforts, increasing student enrollment ~10% year-over-year
- TOP-10 US METRO AREA: Analyzed and identified economic growth initiatives to pursue once COVID-19 subsidies
- PRIVATE EQUITY FIRM: Conducted due diligence on private tutoring company to determine nationwide market potential
- TECHNOLOGY SERVICES FIRM: Created sales staff scoring model with >100 inputs; projected to increase sales by >\$40M

QUIZLET

San Francisco, CA

Online education company producing study aids for students and professionals

Business and Operations Intern

Summer 2016

- Determined country launch sequence for international expansion culminating in global campaigns in UK and Germany
- Modeled monthly user growth in conjunction with marketing efforts for 50M monthly users

EDUCATION

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Chapel Hill, NC

Bachelor of Arts with Highest Distinction in Economics / Minor in Business Administration

08/2014 – 05/2018

- Honors: Morehead-Cain Scholar (merit-based, full-scholarship); Dean's List all semesters; Omicron Delta Epsilon (Economics Honor Society)
- Semester exchange at Copenhagen Business School (Fall 2016)

LEADERSHIP AND ACTIVITIES

MOREHEAD-CAIN SELECTION COMMITTEE – identify high-profile candidates

2023 – Present

Semi-finalist selection committee

McKINSEY & COMPANY RECRUITING – cultivated >75 candidates, leading to >10 offers

2018 – 2021

Head of high-profile UNC recruiting

INTERESTS – hiking (completed Inca Trail and month-long Wyoming National Outdoor Leadership School course), jogging, college athletics, indoor plants, urban planning (completed five-week City of Raleigh Planning Academy program)

COLORADO TECHNOLOGY ASSOCIATION

Pat E. Sturdivant, Executive Director
Capital Area Workforce Development Board
5942 Six Forks Road
Raleigh, NC 27609

Dear Ms. Sturdivant,

Colorado Technology Association is nominating Cameron McNeill, Market Lead, Guild for appointment to the Capital Area Workforce Development Board. Guild is a mission-driven company that partners with leading employers (e.g., Target, Chipotle, Disney, Lowe's) to unlock opportunity for America's workforce through education and career mobility. Through its platform, Guild helps employers offer tuition-free education, skilling, and career development programs to their employees, enabling frontline and entry-level workers to access pathways to upward mobility without taking on student debt. Guild supports employees in every state in the United States, including in the Capital Area (i.e., Wake, Johnston, Lee, Chatham, and Orange counties) of North Carolina. Guild is a member of Colorado Technology Association.

If you have questions about this nomination for appointment of membership, please feel free to contact me.

Sincerely,

DocuSigned by:

Brittany Morris Saunders

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Brittany Morris Saunders
President & CEO
Colorado Technology Association

brittany@coloradotechnology.org
303-589-8181
www.coloradotechnology.org