

Profile

Which Boards would you like to apply for?

Knightdale Land Use Review Board: Submitted

Please select your first Board preference: *

☒ Knightdale Land Use Review Board

Please select your second Board preference: *

☒ Adult Care Home Community Advisory Committee

Please select your third Board preference: *

☒ Human Services Board

Please select your fourth Board preference: *

☒ None Selected

Please select your fifth Board preference: *

☒ None Selected

Please select your sixth Board preference: *

☒ None Selected

Nicole

First Name

McIntyre

Last Name

Middle
Initial

533 frampton way

Street Address

Suite or Apt

knighdale

City

NC

State

27545

Postal Code

What district do you live in?

None Selected

Mobile: (919) 637-8290

Primary Phone

Home: (919) 641-8602

Alternate Phone

npmcintyre@yahoo.com

Email Address

Nikola Network

Employer

Lead Business Developer

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:

☒ Knightdale

Interests & Experiences

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

Through my due diligence in understanding the impact of the Land Use Advisory Board, I have come to recognize how the rapid growth of Knightdale and surrounding towns in the Triangle area requires strategic and thoughtful planning. Growth brings both opportunities and challenges, and I believe it is essential to ensure that development is reviewed in a way that balances economic expansion with the needs of residents, businesses, and infrastructure. One critical area I've observed is the necessity of proactive planning to address the unintended consequences of development. For example, as new commercial developments emerge, considerations such as adequate parking, safe commuting routes, and drop-off points for community events are sometimes overlooked. Without careful oversight, these gaps can lead to long-term challenges for both businesses and residents. As a board member, I would bring a community-focused perspective to these discussions, ensuring that growth in Knightdale is not only economically beneficial but also enhances the quality of life for its residents. My background in business, community development, and governance equips me to contribute meaningfully to discussions on land use policies, infrastructure planning, and sustainable development. My goal is to advocate for balanced growth that serves both current and future generations while preserving the character and accessibility of our town. In addition to my interest in land use and development, I am also applying for the Adult Home Care Advisory Committee because I am passionate about ensuring that vulnerable members of our community receive the care and support they need. As someone invested in community wellness, I believe in advocating for high standards in adult care facilities and ensuring that residents maintain dignity, safety, and a high quality of life. Furthermore, I have applied to the Human Services Board because I would like to contribute my knowledge of the food industry to initiatives that address food security, nutrition education, and access to healthy food options for all residents. With my experience in the food industry, business development, and franchise operations, I can offer insights into sustainable food systems and strategies that support both consumers and local businesses. Through my combined interests in business, community development, human services, and wellness advocacy, I am eager to serve in a capacity that positively impacts the lives of residents and strengthens Wake County's future.

Work Experience

My expertise in marketing, sales, and community-driven business development comes from my diverse background in real estate management, insurance, brick-and-mortar retail, and the food industry. I have served in the food industry since the age of 14, gaining extensive hands-on experience in food service operations, customer engagement, and business management. Over the years, I have built and operated a mobile food franchise and catering businesses, allowing me to understand the complexities of the industry, from compliance and logistics to scaling a successful operation. I previously served as a board member of the Raleigh-Durham Mobile Food Industry Association, where I played a key role in advocating for food truck operators, improving industry standards, and fostering a more business-friendly environment. In recognition of my contributions, I received an industry award for my impact and leadership. In addition to my entrepreneurial ventures, I currently serve as a food business advisor with Central Piedmont Community College, mentoring and guiding food business owners in navigating industry challenges and growth strategies. My background in real estate management and insurance has also allowed me to address the needs of vulnerable adults, particularly in securing stable housing and access to essential healthcare resources. As a Certified Franchise Executive (CFE), I specialize in the start up development of micro brands marketing strategies that cultivate audience education and engagement. My experience includes designing marketing frameworks, mentoring small businesses, and advocating for sustainable growth strategies that support both entrepreneurs and local communities. Through these combined experiences, I bring a well-rounded perspective on business development, economic sustainability, and community impact.

Volunteer Experience

I have over 10 years of experience as a business coach, volunteering to support startups across the nation in developing sustainable growth strategies. Through mentorship and structured training programs, I have guided entrepreneurs in branding, marketing, and business development to help them establish and scale their ventures. My volunteer work focuses on empowering small business owners with the tools and knowledge needed to navigate challenges, foster economic success, and contribute to their local communities. In addition to business mentorship, I have curated wellness events and one-on-one sessions to introduce wellness and mindfulness opportunities for adults, children, and seniors. My passion for holistic well-being has led me to create spaces where individuals can explore mindfulness practices, self-care strategies, and lifestyle habits that promote overall health and balance. I have also been actively involved in community events that support mobile food vendors and handcrafted product vendors as a member of the Raleigh-Durham Mobile Food Industry Association (RDUMFA). Through this work, I have helped vendors gain visibility, improve their operations, and access resources to grow their businesses successfully. My dedication to fostering entrepreneurship and community engagement continues to drive my volunteer efforts in both business and wellness spaces.

Education

I have a diverse educational background that combines design, business administration, and specialized industry certifications. I attended North Carolina A&T State University, where I studied Interior Design, gaining a strong foundation in aesthetics, functionality, and space planning. I later pursued Business Administration at Wake Technical Community College, equipping myself with essential skills in management, operations, and entrepreneurship. Additionally, I am a Certified Franchise Executive (CFE) through the International Franchise Association, which has deepened my expertise in franchise development, operations, and business scalability. I am also ServSafe certified, ensuring a strong understanding of food safety and regulatory compliance, which is essential in my work within the food industry. My education, combined with real-world experience, allows me to approach business development and community planning with a well-rounded and strategic perspective.

Comments

I have reviewed the meeting dates and times for the boards and committees I am applying to and can confirm that I am available to fulfill the required meeting commitments. I understand the importance of active participation and am prepared to contribute my time, expertise, and insights to support the board's initiatives effectively. I look forward to the opportunity to serve and make a meaningful impact in our community.

[Resume_Nicole_McIntyre_2025.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 *

☒ Female

Ethnicity *

- ☒ African American
☒ Hispanic
☒ Native American

Other

How did you become aware of Wake County volunteer opportunities?

☒ Other

If you selected "Other" above, how?

Town of Knightdale Referral

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](#).

Nicole McIntyre

Nicole McIntyre

Email: npmcintyre@yahoo.com | Phone: 919-637-8290

Professional Summary

Results-driven entrepreneur, business strategist, and franchise expert with over 15 years of experience in **business development, real estate management, food industry operations, and community engagement**. Proven expertise in **scaling brands, developing structured business systems, coaching startups, and advocating for economic sustainability**. Recognized for strong leadership, strategic vision, and a commitment to fostering business growth and community impact.

Professional Experience

Nikola Network | CEO & Business Strategist (2023 - Present)

- Lead **business development, marketing, and operational strategy** for a consulting network supporting entrepreneurs and small businesses.
- Implement the **BAARR Method** (Brand Awareness, Acquisition, Retention, Referral) to help businesses scale through structured sales and marketing training.
- Provide **one-on-one business development coaching** to startups and small business owners, with a focus on strategic growth, brand positioning, and revenue optimization.
- Organize and facilitate **educational workshops and group training sessions** to enhance business acumen among entrepreneurs.
- Oversee strategic partnerships, **vendor relations, and community engagement initiatives** to foster economic development.

Cocoa Forte Franchise | Certified Franchise Executive (2011 - 2023)

- Scaled a **national food truck brand** from a local hobby into an **FTC-recognized franchise**.

- Developed and implemented **franchise operations systems**, including Standard Operating Procedures (SOPs) and training manuals.
- Integrated **technology solutions** such as Square POS, GSI, pre-ordering SaaS, and CRM for streamlined operations.
- Created customer intake scripts, managed **website design & support**, and developed a **social media brand strategy**.
- Recruited, hired, and trained franchisees and staff while ensuring **ServSafe certification** compliance.
- Negotiated contracts and established supplier relationships to **optimize procurement and cost efficiency**.
- Successfully **trademarked the Cocoa Forte brand** and secured statewide recognition, earning **Best Dessert & Best Dessert Food Truck in Raleigh, NC**.

Central Piedmont Community College | Food Business Advisor (2024 - Present)

- Provide **advisory services to food business owners**, assisting with business strategy, compliance, and growth.
- Support entrepreneurs with **menu development, regulatory compliance, and operational efficiency**.
- Educate small businesses on leveraging food truck operations and franchising models for expansion.

Raleigh-Durham Mobile Food Industry Association | Board Member (Former)

- Advocated for **food truck operators and mobile food businesses**, shaping policies that benefited the industry.
- Assisted vendors in navigating **licensing, compliance, and business development**.
- Received an **industry award for outstanding contributions** to the local food truck community.

American Residential Communities (ARC) & Residential Properties | Community Manager, Bench, and Assistant Property Manager (2008 - 2016)

- Managed **historical property renovation** and lease-up for high-end residential units.
- Led **leasing operations, resident relations, and compliance** with Fair Housing and ADA regulations.
- Conducted **property inspections, coordinated turnover processes, and facilitated lease signings**.
- Developed **resident retention programs** and implemented marketing strategies to **maximize occupancy**.
- Managed a **\$1M+ asset** community, overseeing operations, sales, and resident engagement.
- Led **property renovations, lease negotiations, and compliance** to maintain a high-quality standard.
- Served as an **Area Manager**, training on-site staff, implementing **new technology**, and overseeing multiple properties.

State of North Carolina (Emergency Management) | Contract Housing Counselor (2012 - 2013)

- Assisted **displaced individuals and families** in securing housing through FEMA assistance programs.
- Conducted housing searches, coordinated inspections, and **negotiated lease contracts**.
- Partnered with landlords and social service agencies to **provide financial assistance solutions**.

Drucker & Falk | Leasing Consultant (2007 - 2008)

- Managed lease renewals, **move-ins, and move-outs** for a residential community.
- Conducted property tours, executed marketing campaigns, and ensured compliance with rental policies.

Electronic Tax Filing | Tax Preparer & Office Manager (2004 - 2007)

- Prepared and **filed individual tax returns**, trained employees, and managed office operations.
- Implemented **customer retention programs** to enhance client relationships and drive repeat business.

Volunteer Experience

- **Business Mentor & Coach (10+ years)** – Provided **strategic coaching for startups and small businesses** nationwide.
- **Community Wellness Advocate** – Curated **wellness events and one-on-one mindfulness sessions** for adults and seniors.
- **Event Volunteer for RDUMFA** – Supported **mobile food vendors and handcrafted product vendors** at community events.
- **Vice President of Whitley Ridge HOA** (*Currently serving*) – Advocate for community improvements, policy enforcement, and resident engagement.

Education & Certifications

North Carolina A&T State University – Interior Design

Wake Technical Community College – Business Administration & Human Resources

- **Certified Franchise Executive (CFE)** | International Franchise Association
- **Former Notary Public** | State of North Carolina
- **Fair Housing & Residential Management Certification**
- **ServSafe Certification**
- **Tax Preparation** (*Formerly EFIN Certified*)
- **Former Licensed Life & Health Insurance**
- **Real Estate Education Course** (Training Completed)
- **Formerly Licensed Manufactured Home Sales Agent**
- **Event Planning Certification**

Recognitions & Awards

- **Board Member of the Year** – Raleigh-Durham Mobile Food Association
- **Speaker & Rising Star Award** – North Carolina Women’s Business Center
- **Speaker & Trailblazer of the Year** – My Local CFO Business Financial Leadership Conference
- **Top Performer Award** – Fruit Bouquets by 1800-Flowers Franchise
- **Voted Best Dessert & Best Dessert Food Truck in Raleigh, NC**

Key Skills

Business Development & Strategy
Marketing & Sales Training
Franchise Operations & Expansion
Real Estate & Property Management
Food Industry & Mobile Food Operations
Community Engagement & Public Speaking
Vendor & Supplier Relationship Management
Process Implementation & SOP Development
P&L Management & Financial Analysis
Contract Negotiation & Compliance Auditing

References

Available upon request.