



Brian Holland
Board Chair

December 9, 2025

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

Dear Commissioner Mial,

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 Terrence DeFranco, Chief Executive Officer of IotaComm, who expressed interest in appointment to the Capital Area Workforce Development Board. Ms. Pat E. Sturdivant, CAWD Executive Director, and I interviewed with Mr. DeFranco and feel he would be an asset to the board. He was also nominated to be a part of the board by the Chamber for a Greater Chapel Hill-Carrboro. As Chair of the Board, I request that Terrence DeFranco be appointed as a member of the Capital Area Workforce Development Board, representing the private sector, with a term of January 1, 2026 – December 31, 2028.

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 'BH', is placed above the printed name of the sender.

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: *

☒ Capital Area Workforce Development Board

Please select your third Board preference: *

☒ Capital Area Workforce Development Board

Please select your fourth Board preference: *

☒ Capital Area Workforce Development Board

Please select your fifth Board preference: *

☒ Capital Area Workforce Development Board

Please select your sixth Board preference: *

☒ Capital Area Workforce Development Board

Terrence

First Name

DeFranco

Last Name

Middle
Initial

200 West Franklin Street, 3rd Floor

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27516

Postal Code

What district do you live in?

None Selected

Mobile: (917) 825-7410

Primary Phone

Home: (919) 442-8531

Alternate Phone

tmdefranco@iotacomm.com

Email Address

IotaComm, Inc.

Employer

CEO

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:

None Selected

Interests & Experiences

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

I believe dedicating time to help lead and guide organizations from a board level is a great way to impact community. Boards can focus on supporting leaders to execute on missions aligned around a sense of purpose.

Work Experience

I spent 13 years as an investment banker on Wall Street. In 2004, I embarked on an entrepreneurial career. I was the founder of a software analytics company that was sold in 2012. I began my current company in 2013 and have been the CEO of IotaComm since then.

Volunteer Experience

I've served on several non-profit boards, including Visions and Pathways in Bridgewater, NJ, an organization dedicated to providing food and shelter to temporarily displaced children. I also served on several other non-profits and am now the Executive Director for the Center for Sustainable Innovation, an organization dedicated to leveraging technology for community impact.

Education

BA, Economics UNC-CH MBA, Kenan Flagler Business School, UNC-CH

Comments

[Terrence_DeFranco_Resume_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 *

☒ Male

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ Current Wake County Volunteer

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](#).

Leverages an **innovative mindset and corporate finance background** to create and execute **organizational strategies that fuel sustainable growth**. Proven ability to **build and lead companies through a combination of organic growth and acquisition**. Rallies technical and non-technical teams around a common sense of purpose resulting in **improved profitability, performance, and value** for all stakeholders.

Innovation | Sales | Governance | Risk Management | Collaborative Leadership | Strategic Planning | Empathy | Partnerships
Shareholder Relations | Analytics | Strategic Communications | Financial Management | Business Development | Negotiations

CAREER HIGHLIGHTS

- **Experience spans the public and private sectors including 10+ years in Investment Banking** identifying value in core assets, aligning financials, strategy, and people, and executing transformation strategies to create successful businesses.
- Extensive Board involvement includes chairing the audit committee of a publicly traded company, **supporting the CEO** and gaining 100% support among investors and Board members **through a substantial re-organization and \$25M business transformation**.
- **Engaged key executives from Fortune 500 companies** (Mastercard, PriceWaterhouse, Morgan Stanley, and others) to join the Edentify Board of Directors, led the company through the economic downturn, and eventually negotiated a profitable sale.
- Negotiated partnerships with multinational systems integrators including Amazon, Semtech, and Crown Castle **immediately tripling Iota Communications' revenue growth**.

EXPERIENCE

IotaComm, Inc. | Chapel Hill, NC

2018 – Present

Chief Executive Officer

- Led post-merger integration including changes in overall strategy, personnel, and processes; adopted agile processes to accelerate go-to-market initiatives resulting in 60% fixed cost reduction and improvement in shareholder equity of \$80M+ in 2 years.
- Achieved industry-wide recognition for technology innovation in wireless communication and simultaneously driving 2-3X value in spectrum asset value.
- Raised private capital in excess of \$50 million during early stages, and managed communications to nearly 2000 stakeholders.
- Built and led high technology organization from the R&D phase, to commercialization, to eventually signing major customers and partners.

Solbright Group, Inc. | Newark, NJ

2013 – 2018

Chief Executive and Accounting Officer

- Created and executed a detailed business plan for the launch of a new business for a PE-backed company that grew from startup to \$16 million annual run rate in 5 years; simultaneously overseeing all finance and reporting activities.
- Achieved commercialization of core product 6 months ahead of schedule and under budget.
- Negotiated, structured, financed and closed 2 strategic acquisitions leading to new lines of revenue and over \$80M in revenue backlog.

Edentify, Inc. | Newark, NJ

2004 – 2013

Founder & Chief Executive Officer

- Spearheaded the creation of an identify fraud solution and technology development company; raised \$10M in early-stage financing from institutional and high net worth investors.
- Successfully guided the company through development stage, a public listing, a subsequent de-listing and restructuring amid an economic downturn, eventually achieving profitability and ultimate sale.
- Negotiated and closed numerous customer and partnership agreements with major industry players

Baird, Patrick & Co., Inc. | New York, NY

1997 – 2004

Director, Investment Banking

- Managed private investment banking for a NYSE-member firm; areas of expertise included technology, communications, and energy.
- Led 5-person investment banking team that handled all aspects of private M&A, capital raising and joint venture transactions for middle market companies, with transaction sizes ranging from \$5 – \$50M.

EDUCATION

The University of North Carolina at Chapel Hill
MBA, Kenan Flagler School of Business | BA, Economics

CURRENT & FORMER BOARDS & ASSOCIATIONS

Board Director, Iota Communications, Inc. | Board Member, Continental Automated Building Association | Board of Trustees, Visions and Pathways | Board of Trustees, Lehigh Valley Academy | Member, Association of Certified Fraud Investigators

2025 Chamber Officers

Betsy Harris, Chair, Armacell, LLC
Elie Abou-Rjeileh, Vice Chair, Olmaz Jewelers
Dan Lehman, Immediate Past Chair, UNC Health
Sweta Adkin, Treasurer, Adkin CPA PLLC
Creighton Blackwell, Chair of the Partnership, Coastal Credit Union
Robert Saunders, General Counsel, Brooks Pierce Law Firm
Aaron Nelson, Secretary, The Chamber President & CEO

2025 Board of Directors

Mayor Jess Anderson, Town of Chapel Hill
Jesus Avendaño, Gonzalez Painters & Contractors
La-Tasha Best-Gaddy, Infinity Bridges
Alex Brandwein, Brandwein's Bagels
Elizabeth Cheek, Carolina Club
Mayor Barbara Foushee, Town of Carrboro
Rory Gillis, Triangle Media Partners
Kelly Holcombe, BCBS of NC
Daniella Jaimes-Colina, Piedmont Health
Jeff Kurtz, Ram Realty
Anna Latta, Hendrick Subaru Southpoint
Joel Levy, Joel I Levy, CPA PLLC
Greg Lewis, Sycamore at Chatham Mills
Scott Maitland, Vice Chair, Community Impact, Top of the Hill
Chris McClure, UNC-Chapel Hill
Earl McKee, Orange County Commissioners
Jim McNeely, Vice Chair Government Affairs Restoration1
Judy Miller, Good Works Funding
Jennifer Player, Habitat for Humanity
Eliazar Posada, Posada Strategy Consulting
Caroline Riggsbee, Pinnacle Financial Partners
Lauren Rivers, Rivers Agency
Michael Rodriguez, Subway
Sara Stephens, Duke Energy
Ray Trapp, Families & Communities Rising
Julia Wright, Enbridge Gas NC

Chamber Staff

Aaron Nelson, President & CEO
Jensen Ashman, Director of Community Engagement | Assistant to the President
Alissa Cook, Director of Programs & Events
Taylor Gay, Business Success Navigator
Luke Jackson, Business Support Specialist
Hayley Loftus, Events & Communications Coordinator
Ian Scott, VP for Advocacy
Aury St. Germain, Vice President for Member Success and Engagement
Jamie Strom, Finance Manager

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

December 1, 2025

Dear Ms. Sturdivant,

The Chamber for a Greater Chapel Hill-Carrboro is pleased to nominate Terrence DeFranco, Chief Executive Officer of IotaComm, for appointment to the Capital Area Workforce Development Board. IotaComm is a technology company specializing in smart infrastructure, IoT connectivity, and data-driven building solutions, with an expanding presence in North Carolina and a strong commitment to workforce innovation and regional economic growth.

IotaComm is an active member of the Chamber for a Greater Chapel Hill-Carrboro, and Terrence has demonstrated consistent leadership in supporting regional business development, emerging technologies, and equitable workforce advancement.

We are proud to strongly encourage his appointment to your board.

If you have questions about this nomination, please feel free to contact me.

Sincerely,



Aaron Nelson
President & CEO
anelson@carolinachamber.org

Thank You to Our Community Champions!