

Director of Advancement Position at Woods

Our beloved colleague **Heather Gallagher** has decided to experiment with retirement and other ventures, so she will transition away from Woods in the coming weeks. It is with great gratitude and a lot of love that we send her off. She has served the school with dedication, heart, and humor for fourteen years, most recently as our very successful, record-breaking, putting-the-fun-in-fundraising director of advancement! We wish her the very best!

We feel very fortunate to have **Jessica Oliver** joining us as our next director of advancement. She has been working closely with Heather to ensure a smooth transition. Please see her brief bio below.



Jessica Oliver

I am a Tar Heel native, born and raised in Wilmington, and a graduate of UNC-Chapel Hill. After graduation, I lived in Atlanta, then Denver, until North Carolina called me home in 2008 – this time with my husband and infant daughter in tow. My husband Casey, daughter Wesley, son Mack and dog Turbo live in Briar Chapel. Wesley and Mack are entering their 4th and 2nd grade years at Woods. When I am not playing chauffeur to them, I like to fill my free time with travel, hiking, running, cooking (which is why I need to run) and reading.

Professionally, my background is rooted in advertising. I led strategic development and execution for brands such as the Atlanta Hawks, Crocs Footwear, Chipotle Mexican Grill and New Belgium Brewery. Those years were filled with many an NBA game, a closet full of colorful (some say ugly) rubber shoes and more meals of burritos and beer than recommended by the FDA. When we returned to NC, I paused my full-time career, but was fortunate to find fantastically timed part-time roles; building a successful Stella & Dot jewelry business, expanding The Produce Box in Chapel Hill and Carrboro while launching the company into Pittsboro and most recently, I've been managing marketing for a women's clothing brand, Amaya Textiles.

My interest in education bloomed when my children entered preschool and I was witness to the value of instilling a passion for learning. I served as

Board Chair at Aldersgate Church Preschool and as Vice President on the PTA at Perry Harrison School – spearheading fundraising and event planning at both. I am eager to leverage my strengths more fully at something as close to my heart as Woods Charter School. We already felt incredibly fortunate to be a Woods family, and now it is a great honor and wonderful challenge to lead the Foundation fundraising and outreach efforts. I couldn't be more excited to join the team and look forward to helping inspire support for our school!