



Dr. Heather Cook

Dr. Heather Cook is the founder of Cook & Company, a woman-owned agency specializing in employee engagement and building a culture of excellence. Dr. Cook facilitates complex initiatives, finding innovative ways to deliver improvement plans, both professionally and personally. She especially enjoys leading year-long milestone celebrations, elevating organizations as they capitalize on their anniversary.

Dr. Cook is also the author of a self-help book, *You're Welcome Mama*, which hit the Amazon charts as a Hot New Release in five categories and Bestseller in the Continuing Education category.

Prior to launching her own company, her work experience includes the Director of Marketing and Public Relations for the city of Kingsport. She developed and facilitated a new marketing coalition with multiple competing agencies and developed a strategic approach where all could work as collaborators toward a unified goal. Kingsport celebrated its centennial in 2017, and Dr. Cook was the communications and events liaison to the BMA appointed Centennial Commission.

Cook served as the Executive Director for Healthy Kingsport where she led the city of Kingsport to become one of nine pilot communities selected by Tennessee Governor Haslam as a Tennessee Healthier Community. She mobilized a city to initiate healthy living through a strong collaborative. Dr. Cook served as the Executive Director of the Foundation at Northeast State Community College. In less than three years, she increased faculty/staff giving from 28% to nearly 80%, increased government funding, and more than doubled annual contributions.

She received her doctorate in Educational Leadership and Policy Analysis with a concentration in Post Secondary and Private-Sector Leadership from East Tennessee State University (ETSU) and was the first graduate of the prestigious Roan Scholars Leadership Program. She earned a BBA in Marketing and an MBA from ETSU. She completed a certificate in Nonprofit Executive Management and Fundraising Management from Indiana University and in 2018, a certificate in Women's Leadership from Cornell. She is a certified Cultural Engagement Specialist.

Dr. Cook is very active in her community. She serves on the Roan Scholar Leadership Program Selection Committee at ETSU and is a board member for the Kingsport Community Foundation. She is also a board member of the Rotary Club of Kingsport and incoming President for their 100th anniversary. Prior to her position with the city of Kingsport, she served as a commissioner on the Kingsport Regional Planning Commission.

She was recognized as a Forty Under 40 in Business recipient and received a Stellar Speaker designation from the Council for the Advancement and Support of Education. Dr. Cook enjoys speaking across the country at national conventions and providing keynotes to leaders in the region.