

DR. ELLIOTT ROYAL

Executive Director, West Blvd Neighborhood Coalition
<https://westblvdnc.org/>



With over a decade of experience in community outreach, engagement, and organizational leadership, Dr. Elliott J. Royal has built a career at the intersection of economic mobility, food access, and community-driven development. As Executive Director of the West Boulevard Neighborhood Coalition (WBNC), a resident-led nonprofit serving over 20,000 residents in Charlotte's historic West Boulevard corridor, she provides strategic leadership for initiatives that strengthen small businesses, expand workforce opportunities, and enhance access to essential resources, particularly healthy food, in underserved areas.

Under her leadership, WBNC has advanced key initiatives like the Seeds for Change Urban Farm and the Three Sisters Market, a community-owned food cooperative aimed at addressing food insecurity and building local wealth. Elliott's diverse career includes roles in academia, nonprofits, local government, and the private sector, where she has advocated for place-based strategies that elevate resident voices and promote equitable access to opportunities. She has also contributed her expertise to multiple nonprofits, including the Advancement League and the Charlotte Mecklenburg Food Policy Council.

Committed to lifelong learning, Elliott holds an MBA in Human Resources from North Carolina Agricultural and Technical State University and a Doctorate in Business Administration from the University of North Carolina at Charlotte. She believes in justice, dignity, and belonging for all, focusing on honoring history and attracting investment to long-underserved neighborhoods. Under her guidance, WBNC serves as a model for how aligned strategies and resident-led visions can foster sustainable, community-owned economic growth.

