



Nicole Lewis

Nicole has been with TEGNA since June 2020 as Director of Sales at WCNC in Charlotte. In this role she manages, cultivates, forecast, strategizes facets of the Sales team. Nicole partners with teams beyond Sales to provide the best experience for TEGNA customers, potential customers, and the community by building awareness of, affinity for, and trust in WCNC Charlotte to become the preferred choice for news and marketing solutions.

Nicole started her career as a Master Control Operator, moved into Programming and followed by sales in Raleigh, North Carolina. Later in her career Nicole held leadership positions in Memphis TN, Tampa FL and Greensboro NC before coming to Charlotte. Nicole is a democratic leader, who leads by example and makes her employees feel valued, because it's not enough to just smile. Nicole sets clear expectations and gives necessary feedback. She is sensitive to the needs of her team by being positive, honest and transparent. To quote Nicole, "Leaders must know how to manage the tension between making things happen and making the staff happy. "

Nicole is a native of North Carolina. Nicole holds a bachelor's degree in Organizational Communication from the Saint Augustine's University located in Raleigh, North Carolina in 1995. Nicole enjoys spending time with family, being active in her childhood community Shiloh which is located in Asheville NC, visiting her son Myles, 28 in Tampa FL. One of Nicole's favorite things to do is hanging out with her 13-year-old daughter Laila Jean.