



NORTH CAROLINA
AGRICULTURAL AND TECHNICAL
STATE UNIVERSITY

Jetzero

UNIVERSITY STRATEGIC PARTNERSHIP DEVELOPMENT AND ADVANCEMENT SERVICES

Results Matter - See What You're Missing!

WESTMORELAND STRATEGIC ENTERPRISES, LLC



SERVICES

Jim partners with university leadership to build high-impact relationships that strengthen your institution's academic and economic footprint.

- Connect with your local, regional and state businesses and industries aligned with your future academic priorities and research strengths
- Elevate your institution's visibility with economic development officials and entities to drive involvement in regional and statewide business recruitment/expansion efforts
- Develop a long-term strategic action plan to leverage your institution's talent, build partnership infrastructure, and establish your reputation as a statewide or national leader in your areas of excellence

RECENT PROJECTS



**NORTH CAROLINA
AGRICULTURAL AND TECHNICAL
STATE UNIVERSITY**

JetZero

NC A&T State University × JetZero

Sept. 2025 - Mar. 2026

Partnered with NC A&T's Chancellor and leadership team to build strategic ties with JetZero, an aviation/aerospace company developing a blended wing body aircraft at Piedmont Triad Airport. The seven-month engagement yielded three defined future collaboration pillars: R&D/Engineering & Supply Chain, Student Opportunity & Curriculum Advancement and, Joint Speaker Series Development.



JetZero aircraft



*JetZero leaders visit
NC A&T State University*



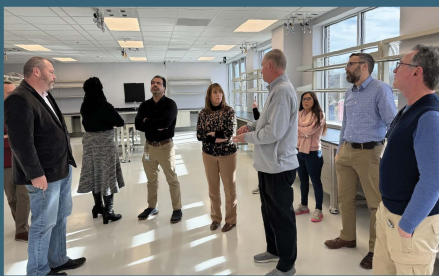
*JetZero leaders review
engineering lab*



Gateway Research Park × Merck

Jan. 2023 – Jan. 2024

Led a strategic partnership initiative between NC A&T and Merck at Gateway Research Park. Outcomes included the development of a new Merck shared bio-pharma training center for employees and students, advancement of a new undergraduate Bio-Pharma Engineering degree offering by NC A&T and, the creation of a shared framework for a future bio-tech research and innovation center at Gateway.



*Merck leaders tour new
center at Gateway*

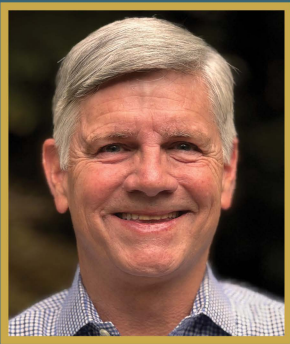


Merck engineering lab



Biopharmaceutical Manufacturing
Training Center

Merck training center sign at Gateway



ABOUT JIM WESTMORELAND

Jim brings decades of experience at the intersection of government, academia, and economic development.

- Extensive knowledge of UNC System structures and institutional operations
- Former Executive Director, Gateway Research Park, a 501(c)3 operating joint millennial R&D campuses for NC A&T State University and UNCG
- Deep expertise in state and local government operations, policy, funding, and economic development
- Retired City Manager, City of Greensboro
- Former NCDOT Deputy Secretary

GET IN TOUCH

Contact me for a free initial consultation to see how you can get results today.



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