



Emma Battle · 2nd 

Independent Director at Bassett Furniture Industries, Inc.  
Chapel Hill, North Carolina · 500+ connections · [Contact info](#)

Bassett

**Bassett Furniture  
Industries, Inc.**



Harvard Business School

## Experience

 Bassett

### Independent Director

Bassett Furniture Industries, Inc.

Oct 2020 – Present · 1 mo

United States

Bassett Furniture was founded in 1902 when furniture making was shifting from local cabinet makers to larger scale production to keep up with the growth of America. Bassett has about 100 dedicated retail locations in the United States and Puerto Rico. Bassett is passionate about developing fashionable and innovative home furnishings at a great value, as well as providing exceptional customer service every step of the way. The custom furniture programs make it easy to express your unique sense of style with a variety of options, including upholstery, beds, dining, home storage and home entertainment.



### President and CEO

Higher Education Works

Sep 2017 – Present · 3 yrs 2 mos

Raleigh-Durham, North Carolina Area

Lead strategy, marketing and planning for this non-partisan organization that advocates for support of North Carolina public higher education. In less than four years we have raised over \$5 million dollars and reached over 5.7 million people who have engaged with our content more than 720,000 times. Our cost per engagement is only \$.42—18 times lower than the ...[see more](#)



## President and CEO

MarketVigor, LLC

Jul 2003 – Present · 17 yrs 4 mos

Chapel Hill, NC

Founded in 2003, MarketVigor provides consulting, strategy, marketing, digital advertising, website optimization, analytics and client success operations services to businesses.



## Independent Director

Primo Water Corporation

Mar 2019 – Feb 2020 · 1 yr

Greensboro/Winston-Salem, North Carolina Area

Appointed as independent director to the Board of Directors for this publicly traded company (Nasdaq: PRMW). Primo is an environmentally and ethically responsible company with a purpose of inspiring healthier lives through better water. Primo is North America's leading source provider of water dispensers, multi-gallon purified bottled water, and self-se ...[see mor](#)



## Vice President, Client Success

Windsor Circle, Inc.

Apr 2015 – Sep 2017 · 2 yrs 6 mos

Tooled up and professionalized client success processes positioning the company for a pivot from servicing small, unprofitable clients churning out to supporting large enterprise clients willing to pay for professional services.

...[see mor](#)

[Show 5 more experiences](#) ✓

## Education



### Harvard Business School

Master of Business Administration (MBA), Business Administration and Management, General



### Duke University

BA, Economics/Spanish

## Volunteer Experience



### Board Member and Chair of the Development Committee

Museum of Life and Science

May 2010 – Jun 2016 · 6 yrs 2 mos

## Science and Technology

The Museum of Life and Science is one of North Carolina's top attractions. Situated on 84-acres, our interactive science park includes a science center, a butterfly conservatory which is one of the largest in the world and beautifully-landscaped outdoor exhibits which are safe havens for rescued black bears, lemurs, and endangered red wolves.

---

### **Board and Executive Committee Member**

BEST NC

Apr 2014 – Jul 2020 • 6 yrs 4 mos

Education

Our vision is that every student graduates with the knowledge, skills and behaviors to succeed in a competitive global economy.

Our mission is to unite an engaged and informed business perspective to dramatically transform and improve North Carolina's public education system.

We believe that North Carolina can have a world-class education system by looking at education in a comprehensive way and by focusing on these priorities:

Every Student will be Ready to Learn & Globally Competitive

Every Student will have an Excellent Teacher & School Leadership

Every Student will Graduate with Relevant Globally-Competitive Career & Life Skills

As the business voice for education, we demand effective performance from our education system and are dedicated to creating a climate for reform in North Carolina. We are committed to dramatically improving the quality of the state's education system through evidence-based strategies and initiatives.

BEST NC's efforts will be ...

**Student-focused**

BEST NC will place the highest priority on the best outcomes for students.

**Optimistic & Courageous**

BEST NC believes that every child can succeed and North Carolina can have a world-class education system. We also know that elevating our public schools will require hard work and difficult decisions.

**Collaborative**

BEST NC will engage stakeholders including educators, experts, policymakers, and community leaders to identify and gain buy-in for best practices.

**Evidence-based**

BEST NC will be data driven and dedicated to best-practices that will ensure a return on resource investments

---

### **Member Board of Trustees**

Senior Services Inc.  
2000 – 2001 • 1 yr  
Social Services

Our mission is to help older adults remain at home as long as possible and to help them live with dignity. With concern for those who care for senior adults, we also help caregivers through services and education that will benefit them.

Individuals who cannot afford to pay for services are of special concern to Senior Services and receive assistance to every extent possible through philanthropic contributions and available public funds.

[Show 3 more experiences](#)

## Skills & Endorsements

### Strategy · 99+

Endorsed by **Michael Boulware Moore and 10 others** who are highly skilled at this



Endorsed by **7 of Emma's colleagues** at Windsor Circle, Inc.

### Email Marketing · 99+

Endorsed by **Matt Williamson and 2 others** who are highly skilled at this



Endorsed by **3 of Emma's colleagues** at Windsor Circle, Inc.

### Salesforce.com · 59

Endorsed by **Angela Stewart and 3 others** who are highly skilled at this



Endorsed by **2 of Emma's colleagues** at Windsor Circle, Inc.

[Show more](#)

## Recommendations

[Received \(24\)](#)

[Given \(32\)](#)

### Jocelyn Kline

Asst. VP, Brand Marketing  
at First Citizens Bank  
December 5, 2017, Jocelyn reported directly to Emma

Few people have the opportunity to report to a manager who is more of a mentor than a boss, but I did when I worked for Emma at Windsor Circle. Emma patiently provided me with the guidance I needed to manage over 180 client accounts and at the same time, also gave me the flexibility and freedom to... [See more](#)

**Brad McGinity**

Chief Revenue Officer at  
15Five: #1 Product for Mid-  
Market on G2 Crowd

November 1, 2017, Brad worked  
with Emma in different groups

Emma brought energy, focus, discipline, and passion to Wir  
Circle's Client Success team. She developed processes to e  
client satisfaction, employee training, and aligned metrics. I  
worked across departments to ensure alignment to marketi  
sales, and product/eng. But the most important thing... [See](#)

[Show more](#) 

