

BY KAYLEIGH PFISTER
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SPOTLIGHT ON: KAYLEIGH PFISTER

‘I BELIEVE IN THE POWER OF COLLABORATION’



My name is Kayleigh Pfister, and I am a Client Engagement Senior Manager at a marketing agency in west Charlotte, Wray Ward, and I am passionate about creating meaningful connections and driving positive change in our community. I chose to get involved with the Charlotte Regional Business Alliance Young Professionals Board because I believe in the power of collaboration to shape the future of our region. Being part of this board allows me to engage with other emerging leaders, contribute to impactful initiatives, and help make Charlotte an even better place to live and work.

Life is also about to change in a big, exciting way—my husband and I are expecting our first child! We’re thrilled (and maybe a little nervous), but mostly so grateful for this next chapter. As I prepare for parenthood, I’ve found myself thinking more about the kind of community and opportunities I want to help create—not just for myself, but for the next generation. It’s added a whole new layer of purpose to the work I’m doing now, both personally and professionally.

1. Where are you originally from?

Born and raised in Pittsburgh, PA. Yes, I bleed black and gold.

2. Where did you go to college, and what did you major in?

I went to Radford University, a small school in southwest Virginia. It's about 30 minutes from Virginia Tech. I majored in mathematics and minored in education.

3. What was your first job?

My first job ever was babysitting. My first job with an actual paycheck was a server at a restaurant, Hal's Bar & Grill, back in Pittsburgh. My first job out of school was a high school math teacher in Fort Mill, South Carolina. I taught Algebra 1 and Algebra 2 to freshmen through seniors.

4. Favorite thing to do in Charlotte?

I love the Whitewater Center. There is so much to do there! My husband, Hunter, and I go there in the summer for River Jam or to take our two dogs, Kona and Whiskey, to the new dog park. In the winter we go there and ice skate. It's such a fun and versatile place. A close second favorite would be a Saturday morning coffee and trip to the Matthews Farmers Market followed by drinks with friends at Sycamore in the afternoon.

5. Favorite Charlotte restaurant?

This is a tough one. There are so many incredible options. If I had to pick just one, I think I'd have to go with Supperland.

6. Do you have any hobbies?

I've recently picked up pickleball (along with the rest of the world) and am having so much fun with it. Outside of that, I enjoy interior decorating and am pretty crafty, so I love changing up my house or doing various house projects.

7. Where is your favorite place to visit?

My favorite vacation ever has to be Italy. The food, the history, the people. Everything about that place is magical. My favorite city in Italy was Venice, but Florence was also incredible!

Kayleigh Pfister is a client engagement senior manager for Wray Ward. You can connect with Kayleigh on [LinkedIn](#).