

Heath B Nettles Deputy Director

Heath B. Nettles serves as Deputy Director for the National Stewardship Action Council (NSAC) and the Stewardship Action Foundation (SAF), where he leads organizational strategy, communications, development, member engagement, and daily operations. In this role, he manages earned media outreach, policy advocacy, program development, and member engagement to advance policy and educate around circular policy initiatives nationwide.



Prior to joining NSAC and SAF, Heath was Chief of Staff for Marketing & Communications at The Recycling Partnership, where he directed national campaigns that grew reach to over 8 billion annual impressions and launched new digital tools and platforms. There, he was responsible for TRP's owned, earned, paid, and shared channels. Having spent a career across nonprofit leadership and higher education teaching and administration, he previously served as Director of Digital and Social Media at Asheville, N.C.-based Mission Health, leading award-winning digital transformations in healthcare communications. Heath has also provided fractional leadership consulting services for nonprofits, health systems, social enterprises, authors, and artists, helping organizations build brands and connect with diverse audiences.

Heath has pursued studies in Advanced Project Management at Stanford University and Advanced Public Information with FEMA/DHS, earning a certificate from the Department of Homeland Security. He is an adjunct assistant professor of business and management at UNC Asheville and has taught business and marketing courses at Western Carolina University and Asheville-Buncombe Technical Community College.

Hailing from the Blue Ridge Mountains of Western North Carolina, Heath is active in his community as District Lay Leader for the Western North Carolina Conference of the United Methodist Church and volunteers with the local United Way and Reconciling Ministries. He also serves as convener of the Madison County Racial Justice Coalition. In his spare time, he enjoys writing, hiking the local ridge tops, and supporting Hurricane Helen recovery efforts.

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