

Elaine is President & CEO of Confero, a company she helped found in 1986. Confero helps other companies serve their customers better, operate more consistently and ensure standards are met.

She earned her BS in Business Administration from the University of North Carolina at Chapel Hill and her MBA from Meredith College.

Her company was named Top Small Business of the Year by the US Chamber of Commerce in 2024 and was a finalist for the Better Business Bureau's Torch Award for Marketplace Ethics.

She currently serves on the US Chamber's Small Business Council. She is immediate past Chair of the Women Presidents Organization's International Board of Directors. And she currently serves on the Board of Directors of the Better Business Bureau (BBB) Serving Eastern Carolinas.