

Jim Whaley - CEO, Mission Roll Call

Jim Whaley serves as the CEO of Mission Roll Call, a non-partisan movement dedicated to amplifying the voices of veterans, their families, and supporters through polling, outreach, and advocacy. Under his leadership, Mission Roll Call gathers and delivers unfiltered, apolitical perspectives from across the veteran community, ensuring their concerns and ideas are heard at the highest levels of policy-making.



In his role, Jim provides strategic and operational leadership, working closely with the Board of Directors and a high-performing team to shape legislation and policies affecting military and veteran communities. He is dedicated to expanding Mission Roll Call into a household name and advocating tirelessly for positive change.

Before joining Mission Roll Call, Jim founded Sonnet Public Relations, an organization dedicated to helping brands drive social impact by telling authentic, purpose-driven stories.

Jim's career reflects an unwavering commitment to service and leadership. As President of the USO Southeast Region, he oversaw operations and fundraising across ten states, home to over 35% of the nation's active military force and National Guard. He also served as Vice President of Global Corporate Communications and Government Affairs for Sealed Air Corporation, where he led global branding, reputation-building, and communications efforts.

Earlier, Jim was the Senior Vice President of Communications and Marketing for Siemens Corporation, where he managed corporate communications, marketing, and corporate responsibility across North America, while also serving as Chairman of the Siemens Foundation. His career in communications began at the United States Military Academy at West Point, where he directed communications during the institution's bicentennial celebration, demonstrating his ability to lead on a national stage.

A graduate of Lock Haven University with a BA in Communications, Jim also holds an MBA from Embry-Riddle Aeronautical University. A retired Master Army Aviator and U.S. Army Helicopter Instructor Pilot, Jim served over 20 years in the U.S. Army, earning prestigious honors, including the Legion of Merit, Air Assault Badge, and Humanitarian Service Medal.

Beyond his professional roles, Jim continues to give back through board positions with Veterans Bridge Home and the Red Cross of the Carolinas.