

Mrs. Heidi McIntyre
Candidate for Diocesan Board
Lay Order



Heidi recently retired from a career in marketing to become a full-time writer. Her debut fiction novel is due to be published in 2022. A life-long Christian who grew up in the Lutheran Church, she moved to Florida from New Jersey in 1992.

Heidi specialized in food/fresh produce for the majority of her marketing career. She became a marketing consultant in 2000 and then a managing partner in her own agency, Full Tilt Marketing, in 2013. Heidi is best known for being a strategic planner and business builder. Her insights, combined with research, have helped clients launch new businesses and/or products, develop the brand image and implement successful promotional campaigns. She created and implemented a cause-

marketing campaign for a client, which in turn became its own organization and has raised more than \$7 million for charities to date.

She has been a member of Incarnation Church since 2015 and served on the Vestry in 2016-2019 and then became Senior Warden in 2019. Heidi also helped to develop the communications for the church which included the website and E-newsletter while also managing the social media. She serves on several ministries.

Heidi's business, marketing and communications experience would be beneficial for the Central Florida Diocese. She's committed to church growth. Heidi lives with her husband Tim and their toy fox terrier.