

James Wheeler's Professional Biography

James Wheeler is one of the owners of Elk River Recruiting Company. His professional life would start right here in Boone. James was born in March of 1994 at Watauga Medical Center to Tony and Ann Wheeler. His professional career began as a graduate of Appalachian State University. Immediately after graduating in December 2015, James earned a position as a freight broker at Transportation Insight's BirdDog Logistics brokerage division. In his nearly four years at BirdDog, James rose to the position of National Accounts Executive where he learned how to provide excellent customer service, professionally develop a large book of business, and supervise brokerage operations to fulfill his customer commitments. After four years James decided a change of scenery and profession was needed, so he went back to school to pursue a BSBA and this fall James will walk for the third time at Appalachian State with a MBA.

In his second stint at Appalachian State, James started a business as a Liquidation Advertiser, which was a fruitful endeavor until COVID-19 took the country by storm. In the two years that Covid interrupted everyone's life, he thought of an Idea to start a business that ultimately led to Elk River Recruiting Company. James, along with his business partner Austin Cockerham, saw a need for a reliable, honest, and fair solution to help Boone area businesses locate and secure top-tier talent. Thus, Elk River Recruiting Company was born, and it started with the most humble beginnings by helping restaurants and other small businesses in Boone navigate the post-COVID-19 labor market. Today, Elk River Recruiting Company has helped many local institutions, including Appalachian State and countless others, locate quality employees. James and his business partner Austin are committed to providing a quality recruitment solution to the great Boone community for years to come.