**J. Van Carpenter**

Functional Summary of Experience & Philosophy

**Positive Experience in a Diversity of Environments**

As you review Van’s capabilities you will find that he has a diversity of training and experience in corporate, entrepreneurial, agency, education, and governmental work environments. This diversity of experience combined with his energy, high tolerance to ambiguity and positive persistence for closure, positions Van as a wonderful choice for advising, coaching and consultative positions, creative project leadership & management, and as an educator, speaker & trainer with practical knowledge & experience. He is a seasoned corporate veteran, serial entrepreneur and a retired Naval officer.

**Communications & Facilitation Expert**

Well versed and experienced in all aspects of the communication process:

* Interpersonal communication
* Group communication & Facilitation
* Leadership communication & Executive Coaching
* Organizational communications – both internal and external;
* Marketing Communications
* Speaking, Presenting and Moderating
* Masters degree in Mass Communications

**Marketing Professional**

For over 30 years Van has been an active practitioner, consultant and teacher of all aspects of marketing. His specialty is focused on integrated marketing communications planning and execution.

* Marketing Communications – Experienced and creative in all aspects of marketing communication from concept to completion. Have extensive experience in planning, writing and execution of:
  + Advertising – traditional and digital
  + Creative design and Print Collateral– Brochures, flyers, any printed or specialty materials,
  + Electronic Production – audio, podcasts, webinars, videos and documentaries
  + Web- effective design and use of the medium for info and revenue generation
  + Events – planned and executed events ranging from a small business conference to a National celebration involving the President of the United States and foreign dignitaries
  + Marketing and Product Public Relations

Van also has an extensive experience base in:

* Market and Channel Management – determining the target market, audience or customer and then determining the best strategic messages and communications to effectively reach those targets
* Strategic Planning - Researching markets, taking the products or services of a company, and determining the best strategic and tactical mix of product, pricing, distribution and promotion required to market for maximum profitability

**Public Relations Professional**

Van has practiced and taught public relations. His diversity of experience ranges from small business start-ups to major corporate issues with international exposure. His qualifications include:

* Accredited public relations practitioner (APR) and counselor by Public Relations Society of America
* Active agency experience managing large corporate clients and crisis situations
* International PR and protocol experience with IBM, US Navy and Fujitsu
* Media relations experience in high tech environment, events, general corporate and government applications
* Strategic planning and issues management experience in all sizes of companies and scopes of PR activities
* Speech writer and personal branding consultant
* Community Relations
* Government Relations & Economic Development

**Executive Business Coach and Creative Problem Solver**

With active experience in all aspects of business, from entrepreneur to corporate, Van is uniquely qualified as a business and executive Coach. He is a certified business coach and has had a client base ranging from startups to Fortune 500 corporations.

Van is a unique creative personality meshed with practical business knowledge that is geared toward generation of ideas and innovative solutions in any situation. When an answer seems blocked or unknown and an applied creative solution is required, he is able to quickly produce a number of creative and workable options for an individual or team. With experience as a Creative director in agencies and as a communications and marketing consultant, he is able to take those ideas and translate them into innovative product, process or marketing with ease.

**Educator & Trainer**

Van has served as adjunct faculty at local universities for over 10 years while working full-time in his own businesses. He has developed several of his own communications and leadership development courses and has taught them internationally. He understands all aspects of the education process from course design to program implementation, from new students to life-long adult learners. He is constantly producing seminars and workshops and is an accomplished writer, presenter and keynote speaker. He likes to hear the “AHA” from his students and workshop participants.

Van is also an accredited trainer for the “ONE Thing” approach which is a focused approach to achieving extraordinary results in your life and business

**Motivational Speaker & Workshop Facilitator**

Van further supports corporations, associations and entrepreneurs as an engaging, enlightening and entertaining Keynote Speaker, Trainer & Workshop Facilitator. Van has his own unique style of information, facilitation, and entertainment that makes his speaking and training engaging and pertinent to you. His topics focus on Applied Creativity, Communication and Entrepreneurial Development.

Van is always an interactive speaker and catalyst that educates and motivates his audience to discover their path to getting what they want from their lives and business.

**Team Player and Project Manager**

Whether it is a small peer group, corporate or civic board, or a major governmental committee, Van has led and participated in many team environments. He appreciates and values team input and realizes that matrixed management through collaborative teams is the norm for today’s business and organizational environment.

Inherent in all that he does in communications, public relations, marketing, production and education is project management and communication. Regardless of whether it is a small team conference or an international project, it is necessary to have an effective plan and to work the plan delegating both tasks and responsibility as needed. He has a business philosophy of keeping work “fun and simple.”

**Work Ethic**

Simply put – Creatively plan the work and work the plan.

* Involve all the appropriate people in the initial concept and ongoing project.
* Select good people, always set clear expectations and back those up with ongoing training and education.
* Keep your boss or client informed and foster great communications among the team at all times.
* Resolve conflict quickly but thoroughly.
* Work until it’s DONE! Celebrate the results! Have fun along the way but be focused and serious about accomplishment of the objective.