 **Van Carpenter**

Van is a national speaker, trainer, facilitator and creative change catalyst. With over thirty years of global corporate, governmental, military, agency, and entrepreneurial experience, Van brings a unique and diverse business perspective to his speaking and coaching. He addresses business innovation and effective change topics for all sized companies and individuals and is an official certified trainer for “The ONE Thing” program.

As the Founder and Creative Director for his company, The WHY NOT Group, Van serves his clients as an advisor and change catalyst for helping businesses and individuals achieve clarity about what they want and how to produce extraordinary success.

Van is a recovering humorist and “edu-tainer” that motivates his audience members to discover their success AHA by focusing on their “ONE Thing.” WHY NOT?

(optional) Please welcome our speaker today, Van Carpenter !

**Other pertinent Bio Material for Reference or inclusion**

Corporate experience in marketing, internal communications and strategic partnerships at IBM, Fujitsu and Cooper Industries built Van’s knowledge of organizational communication, international trends and cultural influences on customers, sales, marketing strategy and tactics.

In his agency and public relations roles, Van has prepared all sizes of businesses for success through effective strategic planning, market research, and targeted implementation of tactical and viral marketing, advertising, web and event solutions to sell their products and services and serve their community. His promotion and accredited public relations (APR) capabilities have assisted corporations and smaller companies alike in establishing and maintaining their best image and marketability.

As an entrepreneur, Van has consulted and coached small to mid-sized companies and non-profits to identify their target markets and provide cost-effective

marketing, organizational communication and leadership strategies and tactics that win customers and build relationships. As an executive and business coach, he has employed his diverse life experience, natural intuition and ability to ask good questions to effectively coach individuals, groups and organizations to more effective productivity, conflict resolution, growth and success.

Van is a certified business coach and holds a Bachelor’s degree in Social Sciences and a Master’s degree in Mass Communications & Media Arts from the University of South Carolina. He has earned an APR Accreditation from the Public Relations Society of America and was awarded the Order of the Long Leaf Pine by the Governor of NC for his work in promoting the NC Information Highway Broadband Communications Project. He is active in his church. Van participates on and counsels numerous civic and corporate Boards. Van is also proud to be a retired Naval Reserve officer.

He also is a recognized developer and facilitator of leadership, marketing and organizational communication training courses, focus groups and leadership programs for all levels of profit and non-profit business.