**Van Carpenter**

Creative Business Advisor, Success Catalyst, & Trainer, Van is a change agent

for helping businesses define, design and achieve Extraordinary Success…

**Van Carpenter is a creative Business Advisor, Success Catalyst, Innovator and Trainer.** He is no stranger to success in the competitive world of business. Van has global corporate, military, governmental, creative agency, and entrepreneurial experience. He brings a unique 30+ year business success perspective on applied creativity, effective communications, training, sales, marketing and innovation for all sized companies and individuals.

**Corporate experience** as a Global Marketing Manager, Strategic Partner Manager, Marketing Communications Manager and Community Relations Director at IBM, Fujitsu and Cooper Industries built Van’s knowledge of working within large corporate accounts, sales and marketing, and Corporate communications. He fully understands international trends and cultural influences on business success and connection.

**As a Naval officer,** Van has global experience in leadership, warfare skills, protocol and public affairs. As an active duty warfare officer he served in numerous roles aboard guided missile destroyers and cruisers, in communication facilities and at the Naval War College. As a reserve officer he was the Commanding Officer for units supporting active duty Spruance Destroyers, Frigates and Combat Camera teams. He was recalled to active duty to serve in media relations roles in Desert Storm for the Commander Naval Reserve Forces. He also planned and served as the National Director of the 75th Anniversary of the Naval Reserve directing 650 volunteers in executing a year-long celebration with over 200 separate events including a White House gala. He returned to reserve duty and retired as a Commander with 26 years of combined service.

**In his advertising, marketing, communications, & public relations agency roles**, Van has prepared all sizes of businesses for success. He has created effective corporate



strategic and marketing plans, conducted market research and validated customers for a diversity of international markets.

AS a Creative Director and marketing communicator, he has created hundreds of creative campaigns leveraging traditional tactical and online marketing, advertising, web, and catalyst event solutions designed to promote and sell products and services for small , mid-sized and large companies. He is an expert at creating “buzz” for the product or organization he represents.

His promotional and accredited public relations (APR) experience and programming have assisted companies from start-ups to Corporate giants in establishing and maintaining their best public image, while fulfilling their community responsibility. He is current in his knowledge and use of Social Media.

**As an entrepreneur**, Van has founded and built four of his own businesses. He has also consulted with and coached over 250 small to mid-sized companies and non-profits to identify their success objectives, engage their customers, build ongoing relationships and grow revenue. He has served as an advisor to three start-up companies in their initial start-up phase and is well versed in Lean start-up principles. He continues to provide coaching to MBA programs on Entrepreneurship and Innovation.

**As a certified business and executive coach**, Van has employed his diverse life & business experience, natural intuition, and ability to ask good questions to effectively guide executives to attain their goals, increase productivity, grow and be successful. His clients include a diversity of over 100 business owners, corporate executives, individuals, educators and organizations

**As a national speaker and certified trainer of “The ONE Thing”,** or as an adjunct professor, Van is comfortable with the rigors and challenges of standing before demanding audiences and delivering an informative, and entertaining presentation on multiple business and professional development topics. He also is a recognized developer & trainer of leadership, marketing, innovation and communication training courses and programs. Van currently is active as President of his Toastmaster’s club.

**Van is an educated, experienced and credentialed creative advisor and community change agent..** He is

* a certified business coach and
* holds a Bachelors degree in Social Sciences and a Masters 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.
* He 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.
* Retired Commander in the Naval Reserve with 26 years of service.

He is active in his church as a Deacon and also participates on and counsels numerous civic and corporate boards.

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**WHY NOT Van?**  
Van’s diverse background and experience as a global communicator, marketing consultant, business coach and innovative entrepreneur has been effectively combined in his new approach to business…

*“I have created a* ***creative******success catalyst*** *approach that allows me the creativity and flexibility to innovate and advise businesses through a diversity of focused planning, advice and effective change management programs and innovation.*

*I engage with my clients to establish a clarity of VISION…where they are and want to be. We increase VELOCITY in their market through innovation of product, process, management and marketing with increased revenue generation. This creative success catalyst approach creates increased VALUE (that they have defined) for their clients and themselves at all levels of their life and business.”*

Van Carpenter,

Owner & Creative Success Catalyst



The goals of WHY NOT for you and your business are:

* to always provide measurable value and an engaging creative problem solving process;
* innovation of your existing structure, products & services and marketing to increase their value;
* development of creative leadership that manages change,
* to educate, train and facilitate people to increase their knowledge, creativity, skills and productivity;
* provide intuitive creative advice & coaching that can be applied to your issues NOW;
* And, to help harness the power of effective change to create and sustain extraordinary success.