**J. Van Carpenter**

*Founder, Chief Creative Officer & Intuitive Advisor*

Corporate Veteran - Serial Entrepreneur - Retired Navy Commander

Van Carpenter advises and guides organizations to achieve extraordinary results and growth by redefining business change and creativity. Through interactive workshops, informative training and intuitive advice and facilitation, he helps you define, design and deploy the creative performance solutions and change needed for extraordinary results.

Companies today seem to be looking for timely advice and tools to adapt to change, stay competitive, improve performance and grow their revenue and influence. Van Carpenter brings forty years of proven and diverse experience solving complex problems, leading massive teams, and creating innovative environments and solutions that foster measurable results and growth.

**Depth & Breadth**

Advisors come in two flavors: generalists and specialists. Van brings you both perspectives with his diversity of credentials, diverse creative and business experience and specific real-world solutions.

As a **Corporate executive**, Van’s roles spanned manager and director-level marketing, communication and strategic partnering positions at IBM, Fujitsu, and Cooper Industries. In these roles he developed valuable expertise and practical experience in international marketing, communications, public relations and strategic business practices.

As a **Serial Entrepreneur**, Van is currently a national speaker, trainer and workshop facilitator on the subjects of effective business change and creativity. He has also conceived and started six companies -four with successful exits- and all with valuable experience in a diversity of business models and go-to-market strategies. He gained valuable expertise in advertising, communications, small and medium business management, coaching, revenue generation, marketing and customer experience creation.

As a **Retired Navy Commander**, Van served 26 years of active and reserve duty, commanding and leading hundreds of sailors and managing multi-million dollar fiscal budgets and equipment in both peacetime and wartime environments.

Some examples of this breadth of experience are:

* Van worked to bring broadband Internet access to North Carolina through the building and implementation of the **NC Information Highway project**, as a corporate marketing and PR manager for Fujitsu. For his promotion and liaison contributions, Governor Hunt awarded him one of North Carolina’s highest awards, the “Order of the Longleaf Pine.” In one of his roles at IBM as a Global Marketing Manager, he managed a marketing team over seven countries and together with the alliance team generated $2.4 billion in revenue.
* As an entrepreneur, Van has **conceived and started 5 of his own companies** which include AV and event production, marketing and communication consulting and business coaching firms. In addition, he has productively coached or consulted with hundreds of entrepreneurial and enterprise companies. He has just launched WHY NOT Creative Group.
* Van was reactivated as a Naval Reservist to plan, manage and implement the **75th Anniversary Celebration of the Naval Reserve** nationwide. He coordinated over 650 other Reservists and volunteers to execute a year-long celebration which include Washington galas, Space shuttle flights and hundreds of local celebrations.

**To Sum It Up!**

If you have a business problem that is keeping you stuck in one place, you want both an idea person and a creative business advisor… someone to actually help you jumpstart and implement a creative solution unique to your specific needs.

Van’s diversity of experience combined with his creative energy, high tolerance to ambiguity and a positive persistence for closure, uniquely positions Van Carpenter and the WHY NOT Creative Group as your default choice for business advising, coaching and creative campaigns… **WHY NOT?**

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