

# CAROLYN E. MOSBY

EXECUTIVE



317.918.2335



ceмосby@gmail.com



Atlanta, Georgia

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## Summary

A seasoned and respected executive with extensive experience in strategy development, diversity, corporate management, non-profit management, board leadership, and volunteer involvement in a wide range of global, local, and national industries and affiliations with a focus on people development, marketing, public relations, community affairs, and government affairs. Proven record as a responsible and passionate advocate for the interests of organizations and stakeholders.

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## Areas of Expertise

- Marketing/Communications
- Crisis Communications
- Community Affairs
- Government Affairs
- Public Relations/Advertising
- Sponsor Relations
- Strategic Planning
- Board Development/Leadership
- Diversity Equity & Inclusion
- Supplier Diversity/Development
- Leadership Development
- Relationship Building
- Team Building
- Fundraising
- Business Development

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## Business Leadership

- Oversaw the strategic community engagement, communications, public relations, and marketing of a regional affiliate in Central Illinois, Indiana, and Eastern Missouri.
- Supported the development and strengthening of the regional three state Board including assisting with member recruitment, strategic planning, and program evaluation.
- Provided operational oversight and carried out full management responsibilities for the staff including personnel, administration, work delegation, and performance evaluations.
- Responsible for the overall fiscal management of annual \$2 million budget. Prior oversight of federal government \$1.5 million grant.
- Directed global strategy for the launch of a second worldwide service project with a goal of raising \$100 million and virtually eliminating health-related problems affecting children.
- Directed cross-functional relationships between information technology and public/member websites as well as social media integration.

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## Diversity Equity and Inclusion

- Developed comprehensive DE & I Strategy for a global technology company, driving results for internal and external stakeholders.

- Served on city-wide, corporate-led DE & I steering committee to grow a more inclusive business climate and build greater equity and economic opportunity for the Indy Region's Black residents and people of color.
- Secured minority business participation in the corporate and government procurement process by positioning the Council as the key resource for minority business development initiatives in Central Illinois, Indiana, and Eastern Missouri, driving \$19.1 Billion in economic development.
- Assisted minority businesses in growing and scaling their businesses to multi-million dollar enterprises.
- Established one of the largest minority business incubator programs in the country.
- Raised more than \$5.5 million to support operations, programming, and development of a non-profit organization that resulted in the ability to deliver meaningful programs.

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## **Global Marketing & Communications**

- Developed and oversaw global marketing and communication strategy and led company rebranding for \$53 million IT company.
- Developed global marketing and branding strategy for a youth-focused 600,000-member service organization worldwide with goal of growing organization to one million members.
- Led convention marketing team to develop an award-winning integrated marketing campaign to promote international convention.
- Oversaw strategic direction for member publication with 170,000 circulation (US) and revenue in excess of \$2 million.
- Oversaw tiered advertising strategy to increase membership, awareness, and foundation donations.
- Oversaw professional staff and global departments consisting of public relations, marketing, cause marketing, creative services, content and magazine publications.
- Represented computer technology, utility, government, non-profit and entertainment industries on executive level marketing communications strategy and implementation as well as tactical deployment for community and governmental affairs.
- Planned and executed integrated communications, marketing, and community affairs strategies for nation's largest public-private water partnership.
- Instrumental in the reorganization of corporate communications, marketing and community affairs department resulting in increased brand recognition in market and improved corporate image.
- Successfully launched regional marketing communications function for new business unit.
- Supervised planning, development and implementation of public relations and water education programs, internally and externally.
- Successfully developed strategic communications plan to address numerous issues surrounding the public acquisition of a privately-owned company.

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## **Community and Government Affairs**

- Represented the vision and mission of a regional non-profit externally and worked collaboratively with community-based organizations, corporations and government entities.

- Directed major special events including internal product launches, world movie premieres (900 people), music concerts (800 people), banquets (650 people), press conferences for celebrities, and more.
- Served on as many as 15 different boards of directors at once, including serving two terms as chairman of the board for Indiana Black Expo, Inc. Elected at age 35, was the youngest chairman of the board in the history of the organization.
- Formed Remembering My Mom, an annual event for women that have lost their mothers – celebrated the weekend before Mother’s Day.
- Represented the largest employer in the region with local city and county government officials.
- Represented the interests of the corporation with the city government in order to communicate important policies that affected the organization.

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**Public  
Speaker/Author**

- Served as publicist/company spokesperson and crisis communications counsel to insure positive image and consistent messaging.
- Successfully crafted key messages and served as company spokesperson on proactive and reactive media and communications issues.
- Wrote/published autobiography, “Unflappable” which was released in 2008 and published by IBJ Publishing.

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**Image/Celebrity  
Brand Consultant**

- Represented numerous public figures, politicians, athletes, actors and entertainers, corporations, and not-for-profit organizations, advising them on public relations, marketing, government and community affairs.

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**Experience**

**Datum Software, Inc. 2022 - Present**

Vice President, Marketing Communications

A \$53 million, global, DE & I focused minority and woman-owned talent and technology solutions firm with offices in Johns Creek, GA, Montgomery, AL, and Chennai and Lucknow, India. Launched the company’s marketing initiatives and oversaw global rebranding, positioning the company as a leader in the IT industry.

**Mid-States Minority Supplier Development Council 2011 - 2022**

President/CEO - Indianapolis, IN

A corporate membership-driven organization supporting local, national, and multi-national corporations to source minority business partners for supply chain. Oversaw a staff of nine, a volunteer base of 30, and an annual operating budget between \$800,000 and \$1.5 million. Responsible for overseeing the strategic community engagement, communications, public relations, and marketing of regional affiliate in Central Illinois, Indiana, and Eastern Missouri. Served as representative for affiliates with national organization.

**Kiwanis International 2008 - 2010**

Chief Marketing Officer - Indianapolis, IN

A global service organization focused on leadership development for young people with global chapters and volunteers. Oversaw a staff of 15 and an annual department budget in excess of \$2 million. Responsible for developing global marketing and branding strategy for 600,000-member service organization worldwide with the goal of growing the organization to one million members.

**Cole Brown Strategies 2005 - 2008**

Public Relations/Marketing Consultant - Indianapolis, IN

A small, minority/woman-owned firm, representing computer technology, utility, government, non-profit, and entertainment industries on executive-level marketing communications strategy and implementation as well as tactical deployment for community and governmental affairs.

**Veolia Water Indianapolis, LLC/Veolia Water North America 2002 - 2005**

Vice President, Marketing Communications - Indianapolis, IN - 2003 - 2005

Largest public/private water partnership in North America. Oversaw staff of six and a budget in excess of \$2 million. Planned and executed integrated communications, marketing, and community affairs strategies for nation's largest public-private water partnership.

Director, Communications/Community Affairs - Indianapolis, IN - 2002 - 2003

**Nicor Gas Company 2000 - 2002**

Regional Community Relations Director - Naperville, IL

**USX Corporation - U.S. Steel Gary Works 1997 - 2000**

Government/Community Affairs Manager - Gary, IN - 1999 - 2000

Community Affairs Manager - Gary, IN - 1997 - 1999

**Ameritech Advertising Services 1996 - 1997**

Market Relations/Development Manager - Indianapolis, IN

**Indiana Black Expo, Inc. 1995 - 1996**

Public Relations Manager - Indianapolis, IN

**Volunteer Leadership Affiliations**

- Dance Kaleidoscope Board\*
- Trusted Mentors Board\*
- 5/3 Bank National Community Advisory Board
- National Minority Supplier Development Council Board
- Central Indiana Police Foundation Board
- Freetown Village Board\*
- Super Bowl Legacy Project Committee\*
- Indianapolis Urban League Board
- Indiana State University Alumni Board\*
- Indiana Black Expo Board\*
- Rebuilding Together Indianapolis Board
- Girl Scouts of Central Indiana Board

**\*Denotes Leadership Position**

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**Awards Publications**

- 2022 Woman of the Year - A Seat At the Table
- 2022 Business Woman of the Year - YES, LLC.
- 2021 Woman of Influence - Indianapolis Business Journal
- 2016 Top Women in Power Impacting Diversity - Diversity Plus Magazine
- 2015 Small Business Influencer
- 2014 Vanguard Award - National Minority Supplier Development Council
- 2008 "Unflappable" - Published by IBJ Printing
- 2004 Cover Story, Indianapolis Woman Magazine
- Also featured in Black Enterprise, JET, Hope for Women and the Indiana Minority Business Magazine

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**Education**

**Indiana State University - Graduated 1994  
Terre Haute, IN**

Radio/TV/Film Communications - Bachelor of Science Degree