

Van Carpenter - Backgrounder

Corporate Communicator - Serial Entrepreneur - Retired Navy Commander

Van Carpenter advises and guides organizations to achieve exceptional results and growth by redefining business creativity, communications, and change in order to create new opportunities. Through intuitive advice, facilitation, interactive workshops, and informative training & speaking, Van helps you Define, Design and Deploy the unique creative performance solutions and implementation needed for your exceptional results.

Companies and business leaders today are looking for timely advice and tools to adapt to change, stay competitive, improve performance and grow their revenue and influence. Van Carpenter leverages his forty years of diverse and proven experience solving complex problems, leading massive teams, and creating innovative campaigns & solutions to help you build measurable results and growth.

As a **Corporate Communicator**, Van's roles have spanned manager and director-level positions in marketing, communications, and strategic partnering at IBM, Fujitsu, and Cooper Industries. In these roles he developed expertise and practical experience in international marketing, communications, public relations, and strategic business practices while managing people, teams, partners, and budgets.

As a **Serial Entrepreneur**, Van conceived and started five companies -four with successful exits- and all with 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. Van is an opportunity-driven business advisor, keynote speaker, national trainer and workshop facilitator on the subjects of effective business change, the "3D Business Approach", communications, marketing and applied creativity!

As a **Retired Navy Commander**, Van leverages his 26 years of active and reserve duty service and experience. He has commanded and lead hundreds of sailors

while managing multi-million dollar fiscal budgets, equipment, and events in both peacetime and wartime environments.

Some specific examples of his breadth of experience:

- In his corporate marketing and PR role at Fujitsu, Van worked to bring broadband Internet access to North Carolina through the building and implementation of the **NC Information Highway project**. For his promotion and liaison contributions, Governor Hunt awarded him one of North Carolina's highest awards, the "**Order of the Longleaf Pine**." As a Global Marketing Manager at IBM, he managed a marketing team spanning 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, communication consulting, and business coaching firms. He has productively **coached or consulted** with hundreds of entrepreneurial and enterprise companies.
- Van was reactivated as a Naval Reservist to plan, manage and implement the nationwide **75th Anniversary Celebration of the Naval Reserve**. He coordinated over 650 Reservists and volunteers to execute a year-long celebration which included Washington galas, Space shuttle flights and hundreds of local celebrations.

To Sum It Up!

If you are on a plateau of growth or have a business challenge that is preventing you from moving your company to the next level of exceptional results, you need both an **idea person and a creative business advisor...** someone to actually help you jumpstart and implement a **creative business building solution unique to your specific needs** to get you "unstuck" and performing.

Van's diversity and breadth of experience and practical knowledge,

- combined with his creative energy,
- high tolerance to ambiguity and
- a positive persistence for closure, makes

Van Carpenter your optimum choice for opportunity-driven business advice, catalyst communications, creative strategies, efficient facilitation, and engaging speaking and training. **Call, Text, or email for Additional Information or to Request an Interview @ (919-539-3499) or van@vancarpenter.com!**

Van Carpenter

- Intuitive Business Advisor... Growth & Innovation Strategist...Engaging Speaker, Trainer, Emcee
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