



# J. Van Carpenter

## EXECUTIVE CAREER BRIEF

BUSINESS DEVELOPMENT | MARKETING | COMMUNICATION

Innovatively define, design and deploy solutions to achieve Extraordinary Success...

**Business Advisor and Creative Success Catalyst** with 30+ years of diverse global corporate, military, governmental, creative agency, and entrepreneurial experience. Unique business success perspective on business advising, effective communications, training, sales, marketing and innovation for organizations of all sizes. Demonstrated technical, professional and managerial skills in market management, integrated marketing communications, strategic partner relationship management and co-marketing, sales and channel enablement, business coaching and public relations counseling and practice. *Successfully manages multiple projects simultaneously, shifting strategies and tactics easily with changing priorities to deliver results.*

► **Leadership & Business Impact:** Certified business advisor and executive coach, proven ability to provide innovative business solutions, leveraging multiple years of proven and diverse experience solving complex problems, leading massive teams, and creating innovative environments and solutions to help build measurable results and growth.

► **Advertising, Marketing, Communications & Public Relations:** Prepared all sizes of businesses for success. Created effective corporate strategic and marketing plans, conducted market research and validated customers for a diversity of national and international markets. 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. Expert at creating "buzz" across multiple products and organizations.

► **Entrepreneur:** Conceived and started 5 of his own companies which include AV and event production, marketing, communication consulting, and business coaching firms. Productively 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. Served as an advisor to over 10 start-up companies in their initial start-up phase and is well versed in Lean start-up principles.

► **Veteran Navy Commander:** Multi-year active and reserve duty, commanding and leading hundreds of sailors and managing multi-million dollar fiscal budgets, equipment, and events in both peacetime and wartime environments. Awarded a Navy Commendation medal for achievements. Reactivated as a Naval Reservist to plan, manage and implement the **75th Anniversary Celebration of the Naval Reserve** nationwide. 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 nationwide. Generated over \$300,000 budget for event funding through donations, department contributions and Reserve Recruiting funding.

► **International Speaker and Certified Trainer of "The ONE Thing" and adjunct college professor:** Delivers content-rich, energizing and entertaining keynotes, workshops and seminars on Change, Creativity & Leadership. Recognized developer & trainer of leadership, marketing, innovation and communication training courses and programs. Taught communications, marketing and business courses.

► **Personal Brand:** Creative, energetic, problem-solving team leader who consistently meets and exceeds established goals within budget. Communicates clearly and effectively with management, peers, subordinates and external audiences alike. Strong interactive and persuasive presenter and speaker, versatile writer, coach and innovative idea initiator.

### MULTI-DIMENSIONAL CAPABILITIES



- Business Transformation
- Strategic Partnerships
- Marketing Strategy & Communications
- Entrepreneurship / Startups
- Corporate Communications
- Content Development
- Leadership/Training/Mentoring
- Facilitator / Motivational Speaker
- Productivity Improvements
- Streamlining
- Business Coaching
- Public Relations
- Sales & Channel Enablement

### SAMPLE RESULTS

**Successfully** coached the launch of four start-up companies and one non-profit and improved profit pictures of over twenty additional clients by providing those clients with targeted marketing, communications, and business development coaching, consulting and implementation.

**Recently Served** as a Managing Partner for a C-Level Consulting Group, SmartCore Business Solutions. Developed their go-to-market strategy, developed an organizational and consulting framework and trained all Executive Partners in business development methods.

**Executed** a worldwide integrated marketing communications plan and program for Business Intelligence Solutions for Global Industries.

### SUCCESS THROUGH EDUCATION



UNIVERSITY OF SOUTH CAROLINA

M.A. Media Arts & Communications  
B.A. Political Science

CAREER SNAPSOT

1991



Present