



*Dr. E. Carter*

## BOOK DR. E FOR YOUR NEXT EVENT

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# Elizabeth Carter™

Corporate Elevation Strategist. Career Development Coach.  
Certified Trainer. Speaker. Best-Selling Author



**DR. E IS AVAILABLE FOR VIRTUAL & PHYSICAL CONFERENCES, WEBINARS, WORKSHOPS, MASTERMINDS, PANELS, DISCUSSIONS, SEMINARS, COACHING AND MORE!**

### Dr. E Key Accomplishments

#### Corporate Executive:

- Thrived for over 25 years in the conservative insurance industry, working with leading companies ranked in the top 10.
- Currently serves as Vice President at a Health Insurance Company.
- With a Corporate Finance discipline, extensive skills in strategic planning, financial analysis and talent development.

#### Advocate for Diversity and Inclusion:

- Strives to address the underrepresentation of Black and African Americans in managerial roles.
- Aims to impact the trends indicated by the US Bureau of Statistics.

#### Certified Virtual Trainer and Speaker:

- One of The Most In-Demand Leadership and DEI Trainers In The World
- Recognized as a certified virtual trainer.
- Engages audiences as a dynamic and impactful speaker.
- Recipient of the Excellence in Professional Speaking Award

#### Educational Background:

- Holds a Ph.D. in Education specializing in training and performance improvement.
- Achieved an MS in education and an MBA in management from Capella University and the New York Institute of Technology, respectively.
- International Society for Performance Improvement (ISPI) Distinguished Dissertation Award.
- Advanced certifications from Carnegie Mellon University and the Wharton School at the University of Pennsylvania.

#### Community Involvement:

- Treasurer of two non-profit boards: Gwen's Girls and Silver Eye Photography.
- Presidential Lifetime Achievement for Volunteer Service Award Recipient
- New Pittsburgh Courier 2021 Women of Excellence Honoree
- Proclamation from the City of Pittsburgh Mayor's Office

#### Founder of AAPPEAL, LLC:

- Established AAPPEAL, LLC in 2016 with a mission to "Break the eight percent."
- Focused on empowering individuals, especially Black and African Americans, in the corporate workplace.

#### Corporate Elevation Strategist and Career Development Coach:

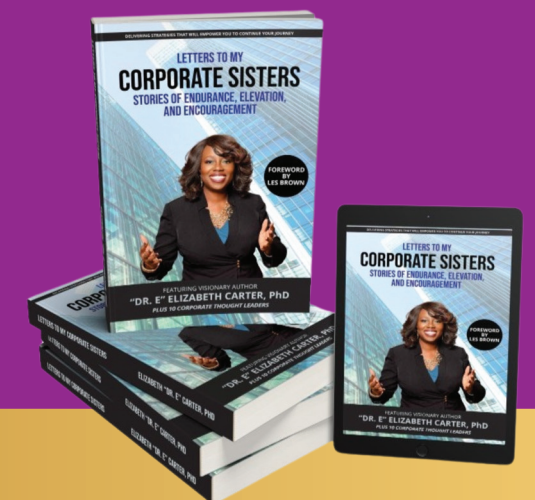
- Renowned for expertise in corporate elevation strategies.
- Specializes in coaching ambitious individuals for career development.

#### Industry Designations:

- Chartered Property Casualty Underwriter designation.
- Distinguished Toastmaster.

#### Best-Selling Author:

- Collaborated with Les Brown on three book projects, and he also contributed the foreword to my most recent book, "Letters to My Corporate Sisters."
- Authored two books: "Gaining Access to Lead Yourself" and "Gaining Access to Lead Others."
- Co-author in five book projects



## About Dr. E

Dr. Elizabeth "Dr. E" Carter, Ph.D., is a trailblazing leader, educator, and seven-time best-selling author with extensive experience in corporate, product management, technology, sales, distribution, and market segments. Her unique journey, from relinquishing her childhood dream of becoming a lawyer to navigating roles in retail management and banking, culminated in her resilience. With over 25 years dedicated to finance, specializing in insurance with Fortune 500 companies such as Highmark Health, Allstate, The Hartford, and AIG, Dr. E faced the challenges of often being the only woman of color in the room. Instead of being deterred, these struggles energized and encouraged her to become a catalyst for change.

Driven by her personal mission to "Break the Eight," aimed at increasing the representation of African Americans in leadership positions, Dr. E advocated for diversity, equity, and inclusion with AAPPEAL, LLC. (An Absolute Passion for Performance, Engagement, Analytics, and Leadership), where she serves as Founder & CEO. Her commitment to empowering others is evident through the four pillars of her mission: to empower professionals of color to transition from uncertainty and confusion to being seen, heard, and valued in the corporate world.

In addition to her corporate endeavors, Dr. E is deeply engaged in community service, holding leadership roles in civic, cultural, and professional associations, as well as, serving as Treasurer for two non-profit boards in Pittsburgh: Gwen's Girls, who offer holistic, gender-specific programs, education, and a safe space for girls and young women where they can form relationships, build self-esteem and gain resiliency, and Silver Eye Photography, who promotes the diversity of contemporary photography by supporting and sharing the work of emerging, mid-career, and under-recognized artists in engaging and meaningful ways. She is the visionary behind the Elevate Your Value Summit™, inspiring and providing resources for individuals overcoming past failures and fears. Dr. E's dedication to uplifting and promoting women in corporate is realized through the creation of the 'Corporate Sisters Network,' fostering connections and advancing the careers of professional women.

As a distinguished author, Dr. E has written two books, "Gaining Access to Lead Yourself," providing tools for personal improvement, and "Gaining Access to Lead Others," helping readers maximize workplace effectiveness. She also spearheaded the anthology, "Letters to My Corporate Sisters," a collaborative effort with ten other corporate women, including Les Brown writing the foreword. Dr. E's writing inspired her father to author and publish his autobiography through AAPPEAL, "A Black First" and its sequel, "The Blackness Continues." Despite his passing in May 2023, his legacy lives on as Dr. E continues to promote his influential works.

Dr. E holds a Ph.D. in Education specializing in training and performance improvement from Capella University, an MS in education in the same specialization, and an MBA in management from the New York Institute of Technology. Additionally, she has advanced leadership certifications from Carnegie Mellon University and the Wharton School at the University of Pennsylvania. She holds the Chartered Property Casualty Underwriter designation, is a Distinguished Toastmaster, and a certified virtual trainer with Skillpath.



## Most Requested Keynote Presentations

### Visible, Vocal & Valued: The Blueprint To Elevate Your Career

Are you often the 'only one' in the room in your line of work? Do you find yourself seeking advice and guidance without someone ahead of you to offer assistance? Dr. E understands these challenges all too well. Her career journey as a minority in a STEM discipline has been marked by obstacles. When faced with a job elimination notice in 2016, she committed to becoming the voice and face that leads other ambitious individuals. In this keynote, Dr. E will identify the factors that keep us silent, immobile, and frustrated, providing empowering tools to become more visible, vocal, and valued.

#### The objectives of this presentation are:

- Identify the factors that keep us stuck in place.
- Evaluate areas of opportunity for growth.
- Illustrate a framework for elevating your value.
- Construct a personal action plan for your elevation.



### Rowing Together: How to Align Your Team's Activity With Your Company's Strategic Focus

Do your team members, or the business functions you support, understand how their work contributes to the organization's strategic focus and goals? If you find challenges in creating a 'line of sight' from the strategy down to the daily functions of your team, evidenced by team interactions or engagement scores, this session is designed for you. Whether you lead directors, supervisors, or entry-level staff, this presentation offers a framework to align your organization's strategies with the actions and goals of your team. Enhance engagement, collaboration, and performance across any organizational layer.

#### The objectives of this presentation include:

- Utilizing a framework to align strategic goals with organizational deliverables.
- Identifying examples of metrics, analytics, and processes for alignment that resonate with the team.
- Practicing the assembly of an S-S MAP for one of your team members.
- Evaluating opportunities and challenges in communicating the message.
- Crafting a communication plan to engage, empower, and focus the team on 'rowing together.'

### Be Part Of The "In" Crowd: How To Be Intentional In Your Individual Diversity, Equity, and Inclusion Efforts

According to Dr. Scott Page, an Economic Theorist from the University of Michigan, 'Diverse groups of people bring to organizations more and different ways of seeing a problem, and thus, faster/better ways of solving it.' In this engaging session, Dr. E will utilize science, statistics, and industry standards to provide insights on how to empower everyone to leverage their uniqueness and sense of belonging.

#### The objectives of this presentation include:

- Understanding diversity, equity, and inclusion (DEI) terms.
- Learning the importance of diversity, equity, and inclusion.
- Analyzing your company's commitment to DEI.
- Formulating a plan to enhance DEI efforts.

