



**Elizabeth Carter**

Educator | Coach | Speaker | Author

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

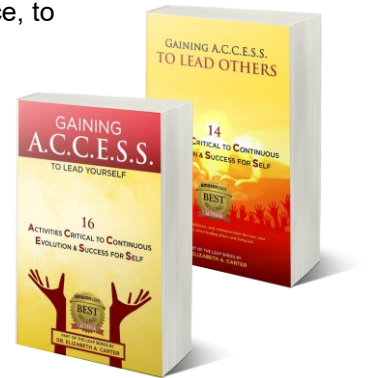
***“Don’t dwell on what you didn’t do, embrace what you did do and do better the next time.”***

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

Elizabeth “Dr. E” Carter, PhD is a world renowned corporate elevation strategist, career development coach, certified virtual trainer, speaker, best-selling author, and corporate executive. To “Break the eight percent”, is the mission of Dr. E and her company, AAPPEAL, LLC. She started the company in 2016 embodied in her “Absolute Passion for Performance, Engagement, Analytics, and Leadership” to empower ambitious individuals like herself to stop feeling unseen in the workplace and be more “appealing” to their companies. Enabling clarity of how these four pillars are necessary in the trajectory of one’s career, she strives to move the needle on the US Bureau of statistics which shows a trend that less than 8% of Black and African Americans hold managerial roles in organizations.

Currently a Vice President of Clinical Strategy Execution and Business Operations for a health insurance company in Pittsburgh, PA, Dr. Carter understands the challenges in maneuvering through jobs trying to ‘fit in’ but still ‘stand in’ one’s uniqueness. From scraping her childhood dream of becoming a lawyer, to selling life insurance, to working in retail management and banking, she finally landed in Corporate Finance in the insurance industry. Her 25+ years in this industry has not been without struggles. She became accustomed to being the only woman of color in the room, and while many others have become frustrated and jumped out of the corporate environment, Dr. Carter remains; energized, encouraged, and entrenched in the crux of the change in the trends, and shares real-time experiences to elevate her AAPPEAL clients.

Always being one to give back, Dr. E has written two books, *Gaining Access to Lead Yourself*, which provides readers tools to improve their presentation, preparation, and motivation to reach their goals. She also wrote *Gaining Access to Lead Others*, which helps readers maximize their effectiveness in the workplace with the use of chemistry, confidence, and communication.



Dr. Carter holds a Ph.D. in Education specializing in training and performance improvement from Capella University. She holds an MS in education in the same specialization from Capella University and an MBA in management from the New York Institute of Technology. She holds the Chartered Property Casualty Underwriter designation and is a Distinguished Toastmaster. As a resident of Cranberry Township, PA, Elizabeth is the Treasurer of two non-profit boards: Gwen’s Girls and Silver Eye Photography.

**Most Requested Keynote Presentations**

- Visible, Vocal & Valued: The Blueprint to Elevate Your Career
- Rowing Together: How to Align Your Team's Activity With Your Company's Strategic Focus
- Be Part of the “In” Crowd: How to be ‘in’tentional in your ‘in’dividual diversity, equity, and ‘in’clusion efforts

**BOOK DR. E FOR YOUR NEXT EVENT**

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