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# TAYLOR CARR

W.P. Carey School of Business ▪ 300 E. Lemon St. Tempe, AZ 85287 ▪ tcarr4@asu.edu

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## EDUCATION & COMMUNICATION LEADER

*Results-driven graduate-level teaching professional with demonstrated competencies developing and delivering communication and leadership courses that support the effectiveness of existing and emerging business professionals.*

- **Motivation & Team Building:** Engage students in dynamic and interactive classroom and virtual settings to conduct communication, leadership, and corporate social responsibility training.
- **Curriculum Development & Delivery:** Create, implement, and deliver courses to culturally diverse global audiences. Led record enrollment, 93% retention rate, and ACBSP accreditation as Director of the Ken Blanchard EMBA.
- **Student Feedback & Program Performance:** Commitment to fostering learning through extensive interaction with students. Rated in the top 1% of online faculty at Grand Canyon University.
- **Relationship Management:** Establish and enhance relationships with peers, students, administrators, and staff. Natural communicator and team leader, with strong motivational skills and ability to build, produce, and succeed.

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## CORE SKILLS / ATTRIBUTES

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|---|---|
| <input type="checkbox"/> Teaching Strategies & Instructional Objectives | <input type="checkbox"/> Corporate Learning & Development |
| <input type="checkbox"/> Blended Learning (Online & Onsite) Training    | <input type="checkbox"/> Analysis, Synthesis & Evaluation |
| <input type="checkbox"/> Curriculum Development & Implementation        | <input type="checkbox"/> Global Academic Programming      |
| <input type="checkbox"/> Leadership Communication                       | <input type="checkbox"/> Communicating for Change         |
| <input type="checkbox"/> Social & Traditional Media                     | <input type="checkbox"/> Custom Program Creation          |

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## TEACHING EXPERIENCE

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ARIZONA STATE UNIVERSITY, Tempe, AZ 2017-Present

**Lecturer, W.P. Carey School of Business - Department of Management and Entrepreneurship**

Teach courses in Cross-Cultural Management, Leadership, Negotiations and Communication to undergraduate students in the Department of Management and Entrepreneurship and graduate students in the Full-time MBA, Executive Master of Public Administration and Master of Science in Management Program, Faculty for Sichuan University Immersion Program (Chengdu, China), Faculty sponsor Toast Devils, Mentor student Honors Enrichment Contracts in Barrett, The Honors College, Guest-judge in MiM capstone project.

ARIZONA STATE UNIVERSITY, Tempe, AZ 2017

**Adjunct Faculty, W.P. Carey School of Business - Master of Science in Management**

THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT, Glendale, AZ 2006-2017

**Adjunct Faculty, Leadership Communication and Managing the Media**

Receive consistent positive feedback, including a perfect faculty score in the most recent Effective Leadership Communication Program. Guide learning and development of MBA and executive education participants. Teach leadership communication to domestic and international students, and business executives. Programs include: Thunderbird MBA; Global MBA for Latin American Managers; Global MBA on Demand; Effective Leadership Communication; On the Course of Leadership; Global Leadership Certificate Program.

SELECTED ACCOMPLISHMENTS:

- **Co-designed and taught the Effective Leadership Communication Program**, to assist global leaders with effective communication strategies when dealing with internal and external audiences, including news media.
- **Designed and taught sessions in the Global Leadership Certificate Program (GLCP)**, a three-day executive education program. Developed curriculum, and delivered program on leadership communication and stakeholder engagement to students from the US, China, The Netherlands, Mexico and India.
- **Leveraged Thunderbird connections** to teach on-site independent programs on communication and leadership to managers in the Czech Republic.
- **Developed and delivered custom sessions on** communicating change, stakeholder engagement and social media to corporate clients, including Boeing, Raytheon, Honeywell, and JDA Software.
- **Achieved an average faculty rating of 4.5 on a 5-point scale.**

**What Program Participants are Saying:**

*"Profound personality... dynamic communicator!" "Interesting to listen to his lecture – kept me connected."  
"Excellent instructor with style." "High energy; practical guides." "Great presenter and very engaging."*

*"This is by far, one of the best educational opportunities I have experienced."*

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THE KEN BLANCHARD COLLEGE OF BUSINESS, GRAND CANYON UNIVERSITY, Phoenix, AZ 2007-2017  
**Adjunct Professor of Communication** (2007-2017) / **Director, Ken Blanchard Executive MBA** (2008-2010)

Teach the EMBA and Master of Science in Leadership programs. Develop course materials for online and in-person programs with participation ranging from 12 to 22 students. Emphasize cross-cultural communication, communicating change, crisis communication, leadership, leadership communication, public relations, media management, corporate social responsibility, and managing stakeholders. As EMBA Director: Led a 13-month national EMBA program. Served as the liaison between the College of Business, Ken Blanchard, and Blanchard Companies. Cultivated and supported faculty and student relationships; oversaw curriculum, directed marketing efforts and planned and led residency meetings in San Diego and Phoenix. Designed and delivered presentations on effective communication in an online teaching platform. Conducted Honors College seminar on effective LinkedIn practices.

### SELECTED ACCOMPLISHMENTS:

- **Led program to record enrollment**, 93% student retention, and ACBSP accreditation.
- **Marketed the EMBA program to a national audience.** Increased enrollment through the use of Internet marketing, traditional media, social media, and grass roots efforts.
- **Headed admissions team** and served as the key contact between students and the university.
- **Ranked in top one-percent of online faculty** out of over 2,000 faculty members.
- **Managed faculty performance / retention** and hiring new faculty.
- **Achieved an average faculty rating of 4.8 on a 5-point scale.**
- **Participated in all phases of the recruiting process.**

### What Program Participants are Saying:

*"Taylor Carr is a great instructor, and communicator." "You taught me how much a professor can make the experience of learning enjoyable." "Taylor was passionate & engaged."*

*"Professor Carr's class was the best of the program." "He gives the best feedback of any instructor."*

### **ADDITIONAL EXPERIENCE:**

DEMPSEY FILM GROUP, Little Rock, AR 2001-2005  
**Producer / Writer / On-air Host**

Wrote, produced, and co-hosted an hour-long outdoor program, *FLW Outdoors*, which aired on the Outdoor Life Network. Sponsors included the following: Walmart, Chevy Trucks, Kellogg's, Fuji Film, BFGoodrich, Yamaha, and Energizer.

HARDING UNIVERSITY, Searcy, AR 2005-2007  
**Assistant Professor of Communication**

Taught classes in public relations, broadcast performance, writing for newspaper, editing for newspaper, and speech. Developed course materials; advisor for campus TV station, presented students with emerging ideas.

TAYLOR CARR COMMUNICATIONS 2005-Present  
**Principal / Communications Consultant**

Coaching and seminars (one to three days) focused on media training, leadership communication and engaging employees. Clients include executives at Eli Lilly, DLR Group, Davis Miles PLLC, Blue Cross Blue Shield of Arizona. Opavia-Kraft, CEZ Group, Rio Tinto Minerals, Cox Communications, Adventist Risk Management, T-Mobile, Coe & Van Loo Consultants, Option 1 Healthcare, Scottsdale Insurance, Children's Hospital of Omaha and others. Web Address: [www.taylorcarr.com](http://www.taylorcarr.com).

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## **EDUCATION & ADDITIONAL**

UNIVERSITY OF ARKANSAS, Little Rock, AR  
**Master of Arts in Journalism**

HARDING UNIVERSITY, Searcy, AR  
**Bachelor of Arts in Public Relations and Bachelor of Arts in Mass Communication**

### **CERTIFICATIONS/TRAINING**

Association of College and University Educators (ACUE) Course in Effective Teaching Practices ('18)  
Najafi Global Mindset Instructor ('16)  
Situational Leadership® II Facilitator ('15)

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### VOLUNTEER WORK

Board member Jim Elder Good Sport Fund ('98 - present)  
Reader at SunSounds of Arizona ('11 – present)  
Driver for elderly at DUET ('14 – 2019)  
Presenter at Phoenix Film Festival ('14 – present)  
Food server at Phoenix Rescue Mission ('15 – present)

### AWARDS

Top 1% of online faculty, Grand Canyon University ('10); Telly Award and Axiem Award *FLW Outdoors* ('04)  
Best TV sports reporting, Society of Professional Journalists ('99); Best play-by-play runner-up Arkansas Broadcasters Assn. ('97)

### ON-GOING ACADEMIC RESEARCH

***Cross-Cultural Communication:*** Interviewed Shanghai, China executives as basis for course material development for leadership communication and cross-cultural communication.

***Managing the Media:*** On-camera interviews with business leaders, public relations specialists, and business publication professionals on media management issues.

***Generational Communication in the Workplace:*** Research on challenges of workplace communication between Gen X, Gen Y, and Baby Boomer generations.