

## About

*Dr. Elizabeth A. Carter*

**\*Career Coach \*Keynote Speaker \*5x Best-selling  
Author \*Corporate Executive**

To “Break the eight percent”, is the mission of Dr. Elizabeth A. Carter 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, her tips, tools, and resources illuminates the presence and increases the promotability of her clients. 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 a struggle. 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 with her AAPPEAL clients.

## CONNECT WITH DR. ELIZABETH A. CARTER



[www.eac-aappeal.com](http://www.eac-aappeal.com)

[elizabeth@eac-aappeal.com](mailto:elizabeth@eac-aappeal.com)

1 (315) 794-2171

FB & IG @eacaappeal

[/linkedin/company/aappeal-llc/](https://www.linkedin.com/company/aappeal-llc/)

# Dr. Elizabeth A. Carter

**\*Career Coach \*Keynote Speaker \*5x Best-selling Author \*Corporate Executive**

I am Elizabeth "Dr. E" Carter, Your Career Doctor & Coach. My company, AAPPEAL, empowers Woman of color in STEM industries to master their mindset, money dependencies, and mouth (just keepin' it real) which are holding them back in their companies. Through my books, frameworks, coaching programs, and keynote presentations, they gain clarity, confidence, and control of their career to 'Elevate' their value and visibility so that they can propel their progression up, across, or even out if necessary!



## **Presentations/ Workshops**

- Rowing together: How to Align Your Team's Activity With Your Company's Strategic Focus
- Minimizing the White Space by Maximizing the Black Ink on Resumes: 4 Ways to represent the underrepresented
- Get Over Yourself! 3 Steps to shift your ego when making decisions
- Get your F.A.C.T.S. together: Get rid of the pain of writing your self-assessment for good!
- Be Part of the "In" Crowd: How to be 'in'tentional in your 'in'dividual diversity, equity, and 'in'clusion efforts

## **Keynote Presentations**

- Life is rarely traveled as planned: Lessons from a career drifter
- Are you in control of your career?
- From Introvert 'Shy' to Introvert 'Strong': How Toastmasters transformed my life
- You don't have to have a leadership title to be regarded as one

## **Books**



**CONNECT WITH DR. ELIZABETH A. CARTER**



[www.eac-aappeal.com](http://www.eac-aappeal.com)

[elizabeth@eac-aappeal.com](mailto:elizabeth@eac-aappeal.com)

1 (315) 794-2171

FB & IG @eacaappeal

[/linkedin/company/aappeal-llc/](https://www.linkedin.com/company/aappeal-llc/)





Dr. E. Carter

LaserFocusWorld<sup>®</sup>  
Providing Technology & Solutions for Technical Professionals Worldwide

FOX

International  
Business  
Times

news  
NET

Illinois  
newsdesk

The Evening  
LEADER  
theeveningleader.com

2 NEWS  
COVERAGE YOU CAN COUNT ON

Pittsburgh  
Post-Gazette

north  
American  
Report

MarketWatch

abc

FINANCE  
News World

DIGITAL JOURNAL

Daily Herald  
Big Picture . Local Focus

CBS



CONNECT WITH DR. ELIZABETH A. CARTER



[www.eac-aappeal.com](http://www.eac-aappeal.com)

[elizabeth@eac-aappeal.com](mailto:elizabeth@eac-aappeal.com)

1 (315) 794-2171

FB & IG @eacaappeal

[/linkedin/company/aappeal-llc/](https://www.linkedin.com/company/aappeal-llc/)