



Elizabeth Carter™

Fractional VP of Finance & Insurance Performance. Corporate Elevation Strategist. Keynote Speaker. Best-Selling Author

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

Dr. E Key Accomplishments

Corporate Executive:

- Nearly 30 years in the conservative insurance industry, working with leading top-10 carriers.
- Former Vice President at a health insurance company, with a corporate finance discipline across strategic planning, financial analysis, and talent development.
- Improved forecast accuracy from 66% to 85% and managed \$450M+ expense structures.
- Now serving as a Fractional VP of Finance & Insurance Performance.

Corporate Elevation Strategist and Career Development Coach:

- Renowned for expertise in corporate elevation strategies.
- Coaches ambitious professionals on visibility, positioning, and career advancement.
- Visionary behind the Elevate Your Value Summit™ and the Corporate Sisters Network™.

Industry Designations:

- Chartered Property Casualty Underwriter (CPCU) designation.
- Distinguished Toastmaster.
- Insurance Training Professional (ITP) Designation.

Educational Background:

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

Community Involvement:

- Past 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:

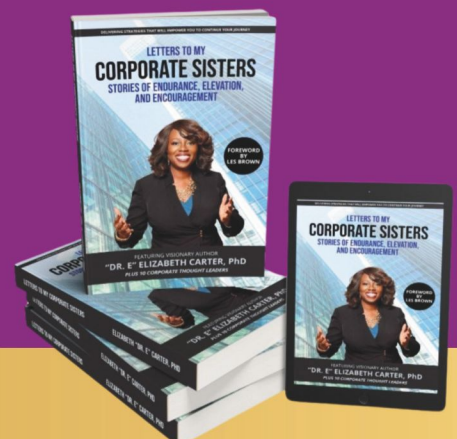
- Established AAPPEAL, LLC in 2016 with a mission to "Break the Eight"
- Empowers professionals, especially Black and African Americans, to be seen, heard, and valued in the corporate workplace.
- Founder and Podcast Host of Elevate Your Corporate Value with Dr. E.

Certified Speaker & Trainer:

- eSpeakers Certified Virtual Presenter (CVP) — recognized by Meeting Professionals International (MPI).
- Certified Virtual Trainer (SkillPath).
- A sought-after speaker and trainer on leadership, culture, and belonging.
- Recipient of the Excellence in Professional Speaking Award.
- Breakout speaker, Toastmasters International Convention (August 2025) — "Value-Added Membership."
- Engages audiences as a dynamic high-impact keynote speaker — virtually and in person.

Best-Selling Author:

- Collaborated with Les Brown on multiple book projects, and he also contributed the foreword to *Letters to My Corporate Sisters*.
- Author of *Gaining Access to Lead Yourself* and *Gaining Access to Lead Others*.
- Nine-time best-selling author.



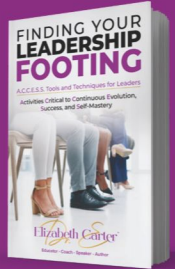
About Dr. E

Dr. Elizabeth “Dr. E” Carter, PhD, is a leader, educator, and nine-time best-selling author who spent nearly 30 years in corporate finance and insurance — including roles with Fortune 500 companies such as Highmark Health, The Hartford, Allstate, and AIG. Often the only woman of color in the room, she turned that experience into fuel: improving forecast accuracy from 66% to 85% and managing \$450M+ expense structures along the way. Today she serves as a Fractional VP of Finance & Insurance Performance, keynote speaker, and Founder & CEO of AAPPEAL, LLC.

Driven by her mission to “Break the Eight” — increasing the representation of African Americans in leadership — Dr. E founded AAPPEAL (An Absolute Passion for Performance, Engagement, Analytics, and Leadership) to help professionals move from uncertain and overlooked to seen, heard, and valued. She is the visionary behind the Elevate Your Value SummitTM and the Corporate Sisters NetworkTM, which fosters connection and advancement for professional women.

Beyond the corporate world, Dr. E serves as Treasurer for two Pittsburgh non-profit boards — Gwen’s Girls and Silver Eye Photography. As an author, she has written *Gaining Access to Lead Yourself and Gaining Access to Lead Others*, and spearheaded the anthology *Letters to My Corporate Sisters* (foreword by Les Brown). Her writing inspired her late father to publish his autobiography through AAPPEAL, *A Black First*, and its sequel, *The Blackness Continues*; she continues to promote his legacy.

Dr. E holds a PhD in Education specializing in training and performance improvement from Capella University, an MS in the same specialization, and an MBA in management from the New York Institute of Technology, with advanced leadership certifications from Carnegie Mellon University and the Wharton School at the University of Pennsylvania. She holds the Chartered Property Casualty Underwriter (CPCU) and Insurance Training Professional (ITP) designations and is a Distinguished Toastmaster. She is also an eSpeakers Certified Virtual Presenter (CVP) and a SkillPath Certified Virtual Trainer.



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

BY THE NUMBERS

30

Years in finance
& insurance

\$450M+

Expense structures
managed

66% → 85%

Forecast accuracy
improved

100+

Stages spoken

9x

Best-selling
author



What People Are Saying

FROM THE PEOPLE WHO BOOK & WORK WITH DR. E

“

Your insights, candor, and expertise truly made the program exceptional — you make learning S.T.I.C.K!

Kayla DelPizzo

Conference Producer, SSON · HR Shared Services & Outsourcing Week, Dec 2025

“

I feel very lucky to have hosted the inspirational and ridiculously talented Dr. Elizabeth Carter — so exciting to watch someone brilliant at what they do share their learnings.

Kris Bell

Head of Research, Cultivate · CultivatorCon, Jan 2023

“

You are an inspiration. Your journey sounds so familiar to mine — not having people who look like me above me to throw a rope. It was such a beautiful speech. Thank you for being that example.

Marsha Auld-Saunders

Senior Technology Manager, CSC Global

“

The summit has been life changing. Thank you for the opportunity to speak on your stage. The speakers were amazing!

Karron Dodd

Speaker, Elevate Your Value Summit

“

Dr. Carter's coaching gave me clarity about what I wanted next. My next opportunity took me from sitting outside my old boss's office to an office of my own. Truly amazing!

Danielle T.

Pittsburgh, PA · Coaching client

“

I learned a new way to make decisions and signature strengths I can take anywhere. Dr. E is a natural teacher who creates a safe space to learn. If you're considering it — go for it. Invest in yourself.

J.K.

Pittsburgh, PA · Coaching client

“

From promise to promotion, you were consistently sisterly — the shepherd over the entire process. It was such a beautiful experience.

Rebekah Ratliff

Co-author, Letters to My Corporate Sisters

“

Your project planning skills are on point — project manager to project manager. The tools and templates you provided were priceless.

Carmen Moreno-Rivera

Co-author, Letters to My Corporate Sisters



Most Requested Keynote Presentations

Stop Waiting to Be Chosen: The 7-Step Path from Overlooked to Unstoppable

Best for: Leadership audiences at any level — conferences, ERGs, and Toastmasters or association events.

Format: Keynote, breakout, or workshop · virtual, in person, or hybrid.

Leadership and career growth don't happen by accident — they happen by design. Opening with a true story about the night Dr. E almost didn't walk in, she introduces a seven-step framework that moves professionals from capable to visible, valued, and advancing.

S.U.C.C.E.E.D. Start with Purpose · Understand Your Value · Communicate Confidently · Commit to Growth · Embrace Failure · Elevate Others · Determine Your Legacy

Audiences leave able to:

- Articulate their professional value with clarity and confidence.
- Strengthen communication and executive presence.
- Build a strategy for long-term advancement.



"It was fantastic — it made me think. Even something I've heard a million times, I took away something new."

Audience member · Toastmasters District 18 Conference, April 2025

"Insightful, inspiring, and engaging. Well done!"

Venerable, May 2026 · delivered as "The Growth Zone: Using Toastmasters to Elevate Your Career"



From Stats to Stories: Make Your Data Impossible to Ignore

Best for: Finance, insurance, and analytics teams who need to turn data into influence.

Format: Keynote, breakout, or workshop · virtual, in person, or hybrid.

Numbers tell part of the story — but not the whole journey. Drawing on nearly 30 years in finance and insurance, Dr. E shares a three-step journey — Snapshot, Significance, Strategy — that turns complex data into messages that drive action, and shows how AI can support storytelling while human judgment leads.

Audiences leave able to:

- Present complex data clearly and credibly.
- Connect the numbers to business impact, risk, and cost.
- Turn insight into forward-looking recommendations.

"Dr. E's presentation was dynamic, engaging, and highly rated — she highlighted the critical importance of turning analytics into a meaningful story everyone can understand. An impactful educational event; I'd highly recommend Dr. E!"

— Tricia Stillman · Education Programs Director, IASA, November 2025 · Session rated 4.78 / 5.0, NPS 71

MORE FROM RECENT AUDIENCES

"Dr. Carter had the room riveted — great advice about making space in a world that may not make space for you."

EMPOWER: The Leadership Experience · Greater Scranton Chamber of Commerce, April 2024

"What a phenomenal presenter — she gave us a plan I could actually use in my work life."

Erie Insurance Learning Symposium · Closing Speaker, July 2022

Most Requested Keynote Presentations

Promotable, Not Just Productive: 10 Competencies That Elevate Your Career

Best for: Talent development, HR, and workforce-readiness audiences.

Format: Breakout or workshop · virtual, in person, or hybrid.

The skills that earned today's role rarely earn the next one. Dr. E unpacks ten competencies — five technical, five behavioral — that separate steady performers from advancing leaders, with live polling and a self-assessment so the room shapes the session in real time.

Tailored to your audience — delivered as “10 Game-Changing Competencies for the Evolving Insurance Industry” (IASA) and “The Insurance Edge: Elevating Talent Through Critical Competencies” (SITE).

Audiences leave able to:

- Differentiate the technical and behavioral competencies that drive success.
- Map current strengths and gaps with a simple assessment tool.
- Prioritize the highest-impact areas for growth.

“Dr. E was amazing — engaging and knowledgeable in a way that made the topics interesting to learn about.”

IASA, June 2026

“Her session was not only captivating — she used polling to let the audience choose the portions most important to them, giving everyone the chance to be truly engaged. We were blessed to have her, and I know all in attendance felt the same.”

— Mike Koscielny · President, Society of Insurance Trainers and Educators (SITE), April 2025



Permission Not Required: How to Own Your Worth and Move with Confidence

Best for: Women's leadership events, ERGs, and emerging professionals.

Format: Keynote, breakout, or workshop · virtual, in person, or hybrid.

So many capable people are quietly waiting — for permission, for a title, for someone to confirm they're ready. Through her heartfelt story of seeking her father's approval, Dr. E shows audiences how to shift from external approval to self-validation and trust their own worth when it matters most.

Audiences leave able to:

- Recognize the patterns of external validation that keep them stuck.
- Make decisions aligned with their true self.
- Build resilience, confidence, and clarity under pressure.

Finding Your Leadership Footing: Leading with Confidence When Everything Shifts

Best for: Managers and teams navigating change, growth, and authentic leadership.

Format: Keynote, breakout, or workshop · virtual, in person, or hybrid.

What if leading felt like learning to dance — deliberate, adaptive, and deeply human? After profound personal loss, Dr. E found her footing through ballroom dance: balance, timing, presence, and trust. She helps managers lead with authenticity and resilience when uncertainty hits.

Audiences leave able to:

- Align personal values with professional expectations to lead from a centered place.
- Strengthen verbal and non-verbal communication to build trust and influence.
- Create a simple, personalized leadership plan for confidence and adaptability.





MEMBER OF:



espeakers



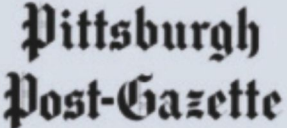
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RECOGNITIONS:




















CERTIFICATIONS






Dr. E. Carter

BOOK DR. E FOR YOUR NEXT EVENT

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