

Carol A. Poore, Ph.D., MBA



Carol A. Poore is President of Poore and Associates Strategic Planning and author of *Leadership in the Metaverse: Creating the Future of WebWe Through Strategy and Community Building*; and *Strategic Impact: A Leader's Three-Step Framework for the Customized Vital Strategic Plan* (Fast Company Press).

Carol provides strategic planning expertise for corporate, nonprofit, and social sector executive teams, expanding organizational capacity and strategic impact. Her vital strategic planning framework has assisted client organizations with innovative growth and turnaround, strategic fundraising, venture capital development, storytelling, branding, identity building, and civic engagement. Carol also is a licensed real estate broker in Arizona.

A faculty member at Arizona State University since 2011, Carol teaches graduate and undergraduate courses in leadership for change, public policy, and community development in ASU's School of Public Affairs.

In 2013, Dr. Poore incubated Phoenix Phabulous Experience to share the story of Phoenix through a diverse collection of 17 indoor murals created by local artists. Activated by storytellers and storypainting, the murals have traveled to more than 30 grand civic spaces, including the Arizona Capitol Museum.

Dr. Poore served as president and CEO of Phoenix-based Southwest Center for HIV/AIDS, providing integrated clinical trial research, prevention, and chronic disease wellness services to serve a population of four million. From 2007 to 2013, she raised \$23 million and led the successful development of an innovative, 55,000 square-foot community health and research center in Downtown Phoenix, named the *Parsons Center for Health, Education and Wellness*. Dr. Poore also secured \$3.6 million in City of Phoenix bond financing.

Dr. Poore served as Vice Provost at Arizona State University's West campus from 2002 to 2007, tripling campus fundraising while supporting a campus and its four colleges. She directed an ASU department responsible for institutional advancement -- fundraising, marketing/PR, community / alumni relations, public affairs and more than 100 annual public events. The campus grew from 4,000 to 9,000 students.

At Salt River Project Water and Power, she launched and directed marketing for New West Energy, a subsidiary of SRP, cultivating \$500 million in energy sales in California. Her career at SRP included serving as senior strategic planning analyst, executive speech writer, communication/public affairs roles.

Carol serves as Vice Chairman of Abrazo Central, Scottsdale and Mesa Hospitals, Vice Chairman of Phoenix Community Alliance, and Chairman for Friends of Phoenix Public Art. She serves on the Dean's Council for ASU's W.P. Carey School of Business and is a founder and member of ASU's Women & Philanthropy. She served as Valley Leadership's board chair (Class 21) as well as a member of Leadership West Class 10, served as PlanPHX General Plan Update vice chairwoman, is a Lifetime Fiesta Bowl Committee member, and served on Arrowhead Community Bank's board. She is a member of Charter 100 Arizona, an organization of nominated Arizona women with distinguished achievements in business, nonprofit, public/social-sector and community service. She is an accredited, IABC-500 member of International Association of Business Communicators.

Carol received her Ph.D. in Public Administration, MBA, and Bachelor of Science Degree in Journalism and Broadcasting from ASU. Her research focuses on social capital and its connection to vibrant community development and downtown revitalization. See CarolPoore.com and [LinkedIn](https://www.linkedin.com/in/carolpoore). Her first book, *Building Your Career Portfolio* (Cengage) was published in 2001.