

Barbara E. Carver

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**Marketing, Sales and Business Development Executive with
Fortune 100, Entrepreneurial and Non-Profit Experience**

- ✓ Creative, profit and results focused senior manager with P&L responsibility
- ✓ Organized detail-oriented decision maker with strong work ethic and broad operational experience
- ✓ Proven track record managing multiple brands, stores and projects, and developing and launching new brands
- ✓ Motivated independent project leader and/or contributing team member
- ✓ Excellent written, oral and presentation communication and execution skills

SKILLS / EXPERTISE

Advertising, Creative, Promotional Strategy & Execution | P&L Management | Market Research & Data Analysis |
New Product Development | Retail Store Supervision | Digital Marketing | Vendor Relations & Competitive Bidding |
Hiring & Performance Management | Public Relations & Media Spokesperson | Event Planning | Facility Management |
Microsoft Windows |

PROFESSIONAL EXPERIENCE

SENIOR VICE PRESIDENT OF MARKETING, COMMUNICATIONS AND BUSINESS DEVELOPMENT

New York College of Health Professions, Syosset & New York City, NY

A non-profit, private, institutionally accredited College offering Associate, Bachelors and Masters Degree programs

- Managed and responsible for non-academic departments including Recruitment and Admissions, Demographic Analysis, Creation/Updating of Website, Digital, Traditional and Direct Mail Advertising, Public Relations, Internal Communications and Publications, Government Reports, Purchasing, Security, Facilities and Maintenance
- Increased enrollment by 33%
- Oversaw staff of 20+ in multiple departments
- Successfully coordinated and executed the opening of 5 new locations

PRESIDENT, PARTNER

Catalyst Applied Technologies, Inc., New York, NY

Private holding company for the Intellectual Property of the 5th largest living patent holder in the world

- Partnered with world famous Inventor to develop and design new products including Sourcing, Packaging, Pricing, Copy, TV Advertising, Worldwide Public Relations, Sales Materials, In-store Merchandising and Trade Shows
- Launched and/or licensed \$150 million+ of proprietary new products in the fields of Personal and Environmental Fragrances, Toys, Clothing, CDs, Beverages & Food Technologies
- **Vice President Balzac Stores** -Managed Sales and Operations of Multiple Retail Outlets, Store-within-Stores and within Theme Parks for this toy line, developing unique Merchandising, Selling and Demonstration techniques

PRESIDENT

Parfums America, New York, NY

Developed, designed and Launched *Thoroughbred* women's and men's fragrance line. Sold exclusively in Bloomingdales

VICE PRESIDENT BUSINESS DEVELOPMENT, MARKETING MANAGER FRAGRANCES

Charles of the Ritz division of Squibb Corporation, New York, NY

Manufacturer of Yves Saint Laurent, Gianni Versace fragrances

- Developed, Designed and Launched Proprietary \$100 million *Aroma Disc* line, the first electronic home fragrance system which created the now \$10 billion+ category

SENIOR PRODUCT MANAGER

MANAGER, CORPORATE CONCEPT DEVELOPMENT

The Gillette Company, Boston, MA

AWARDS AND RECOGNITION

- Subject of Amos Tuck School of Business Administration of Dartmouth College Gillette case study (“Janet Harris”) and published in “Marketing Management” textbook by Professor Kenneth Davis
- Appeared and Sold on QVC
- Received Clio Award in Packaging for Giorgio Sant’ Angelo Environmental Fragrance line
- Inventor, US Patent #4,866,791, “Woman’s Convertible Shirt”
- Delivered “The Next Best Thing” address at the Global BottledWaterWorld 2007 Conference, Madrid, Spain
- First of five women hired by Phillip Morris as Field Sales Representative

Bachelor of Science, Mathematics Ohio University, Athens, Ohio

Fully Vaccinated against Covid-19