

EMILY CARMICHAEL WHITE

Areas of Expertise

- **Marketing.** A passion for understanding people, processes, concepts, and motivations gives Mrs. White a keen sense for value creation. This love of learning is the backbone to her 14 years of marketing experience. Her expertise is rooted in the ability to distill the clearest statement of value for any product or service in alignment with its target audience. Mrs. White's expertise has been tested across different industries and markets and allows her to deliver value quickly for her clients.
- **Cross-Functional Projects.** While at EAB Global, Mrs. White established new frameworks for inter-departmental collaboration around go-to-market strategies. She also re-shaped the nature of her role to meet organizational needs and grew her team three-fold to meet subsequent demand for her services.
- **Innovation.** Among her achievements at EAB Global, Mrs. White is proud to have established the practice of live product trials for prospective members and introduced a new methodology of content creation, which was proven to expand scope of contracts, build quicker consensus across broad buyer maps, and reduce cycle time.
- **Change Leadership.** Developed as a bi-product of driving innovation, Mrs. White has also developed a talent for managing the underlying motivation, process evolution, and results-based reporting that allows for new ideas to take hold in an organization.

Professional Experience

- **Bearing Advisors, LLC**, Vice President of Marketing, 2023 - present
- **EAB Global, Inc**, Senior Director (2016 – 2023)
- **Medneon**, Independent Consultant (2020)
- **TME**, Independent Consultant (2020)
- **The Advisory Board Company**, Director (2009 – 2016)

Professional Licenses and Services, Awards, Recognition, and Certifications

- EAB's Women in Leadership, 2023
- AGILE methodology, 2021
- EAB's Fellowship, 2020
- Google's SIY Leadership Institute, 2018

Education

- Bachelor of Science, Economics (Summa Cum Laude), West Virginia University