# Taylor Carr

## Adjunct Faculty

Taylor Carr is a specialist in communication and media relations with extensive experience in broadcasting, education and sales. Carr teaches leadership communication to executives and MBAs at Thunderbird as part of several programs including the Global Leadership Certificate Program, the Effective Leadership Communication Program and the Global MBA-Latin America.

From 2008 to 2010 he was director of the Ken Blanchard Executive MBA at Grand Canyon University in Phoenix, where he oversaw curriculum, supervised and coached online faculty and managed relationships with students. He continues to teach in the program and serve as an advisor. He also designs and teaches leadership communication, stakeholder relations and corporate social responsibility courses.

Carr earned his Master's in Journalism from the University of Arkansas-Little Rock and his BA in Mass Communication and Public Relations from Harding University. His emphasis is on communicating change, managing stakeholders, crisis communication, media relations, public relations and cross-cultural communication. He has taught undergraduate courses in public relations, speech, writing, journalism and broadcast performance at Harding University and the University of Arkansas-Little Rock.

In addition, Carr consults and coaches executives in media relations, on-camera performance, effective communication and engaging employees. His clients include T-Mobile, Eli Lilly and Co., Cox Communications, Opavia-Kraft, CEZ Group, Scottsdale Insurance, Adventist Risk Management, Hospice of the Valley, Rio Tinto Minerals, Children's Hospital of Omaha, and Realty Executives International.

Carr spent 22 years in television and radio broadcasting, including three years as co-host, producer and writer of FLW Outdoors on the Outdoor Life Network. He also worked as a news and sports anchor and reporter at ABC and NBC television affiliates in Little Rock and was host of the top-rated radio morning news program in Kansas City. Carr's freelance broadcast experience includes work as an assistant producer for ABC Sports at the Calgary Winter Olympics and play-by-play

### About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy.

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announcer for an NCAA Division One college basketball program and three minor league baseball teams.

He received the Society of Professional Journalists Best TV Sports reporting award in 1999 and the Telly Award and Axiem Award for television production excellence in 2004. He is a member of the International Association of Business Communicators and the Public Relations Society of America.

Carr was also a sales representative for AstraZeneca Pharmaceuticals and helped launch the blockbuster drug Nexium in the Arkansas market.

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