

# Erin Smith Carlson



Erin's mission is to connect humor with heart as a way to unlock purpose and elevate organizations and communities. Specializing in a clear and conscious communication approach to change initiatives, she is widely recognized for infusing core values with solution-focused strategies that create a culture of accountability and inclusivity, and ultimately increase an organization's financial and talent currency.

Most recently, she led the North America internal communications and DEI function for a global biopharma company, including designing meaningful experiences to support senior and mid-level leaders through strategic transformation and large-scale change. She has a proven track record of leading nationwide cross-functional teams while developing and executing uniquely curated programs which become pillars of company culture.

As a certified professional coach, she elicits authenticity and provides an emotionally intelligent space enabling clients to align to purpose as a critical path to transformation. This internal focus is externally balanced by 10+ years of expertise in sales and commercial planning; as well as a decade in journalism, production and storytelling with Walt Disney, ABC and NBC affiliates.