

# Carol A. Poore, Ph.D., MBA

President, Poore & Associates / Phoenix Phabulous Experience™



[Carol A. Poore](#) is an experienced, visible community leader and capacity builder with passion and proven competency for expanding mission impact, enhancing organizational performance, growth, community outcomes, brand influence and valuable alliances.

As President of Poore & Associates, Carol assists organizations with strategic planning, organizational turnaround, strategic fundraising, urban placemaking/storytelling, donor cultivation, branding/identity building, marketing communication, and civic engagement. Clients have included University of Arizona College of Medicine – Phoenix, Arizona State University, Maricopa County Medical Society, BioAccel, Arizona Technology Council Foundation, Arizona Community College Association, and Arizona School for the Arts.

Carol received her Ph.D. in Public Administration, her MBA, and her Bachelor of Science Degree in Journalism and Broadcasting from Arizona State University. Her research focuses on community development and how vital networks create

healthy and vibrant communities and urban revitalization. Since 2011, she has served as a faculty associate at Arizona State University and teaches community development, public administration leadership, and public policy courses.

Her community board leadership service includes Chairwoman of Abrazo Scottsdale Hospital, Phoenix Community Alliance, Phoenix Friends of Public Art, and Dean's Council for the W.P. Carey School of Business. She serves on a number of ASU community advisory boards as well as is a member of ASU Women & Philanthropy.

As Vice President at BioAccel on a consultant basis from 2015 to 2017, Dr. Poore oversaw development and capacity-building strategies leading to early-stage biomedical device and technology company start-ups, including major gift fundraising, venture capital and philanthropic funding through BioAccel's Solutions Challenge competition, and higher education alliance building. Her leadership support focused on expanding BioAccel's mission, to accelerate commercialization of bioscience med-tech device companies through student and adult entrepreneurial training, mentorship, and early-stage seed funding.

Dr. Poore served as president and CEO of Phoenix-based Southwest Center for HIV/AIDS, the only nonprofit HIV/AIDS service organization in the United States 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, bringing government and community partners together to develop a one-stop, community-partnered health and educational center contributing to Downtown Phoenix revitalization.

Dr. Poore served as Vice Provost of Institutional Advancement and Public Affairs at Arizona State University's West campus from 2002 to 2007, tripling campus fundraising while supporting a campus and four ASU colleges. Poore provided executive administration and directed a department responsible for all aspects of community outreach and advocacy, fundraising, marketing, branding and public events. While serving as a senior administrator for the largest public university in the United States, campus enrollment doubled in size, growing from 4,000 to more than 9,000 students during her tenure.

From 1997 to 2002, Dr. Poore served as Director of Marketing and Communication for New West Energy, a separate affiliate of Salt River Project (SRP), the nation's third-largest public power electric and water utility based in Phoenix, Ariz. A member of the three-person business launch team, Poore developed the sales, marketing and communication strategies for New West Energy's historical start-up leading to \$500 million in energy sales within the first three years of conducting business in California and Arizona. In total, she spent 16 years at SRP in business start-up, strategic planning and public affairs leadership positions.

Carol's book, "*Building Your Career Portfolio*," is published by Cengage Learning, available in English, Korean, and German languages. She provides workshops helping students and senior leaders develop a personal purpose and align career, volunteer, and learning investments.