



Bio

Carol Ross is a Bell Labs engineer turned career coach, national speaker and writer. She helps multi-faceted leaders move into their “genius zone”, uncover their story and build their tribe. Her goal in life is to help talented professionals stand out and belong, at the same time.

Having spent over 15 years as an engineer in the nuclear power and telecom industries, Carol found her calling when she transitioned into work that focused on the human side of business—career development, retention, team building, change management. She swapped working with technical systems for working with human systems. Being competent was no longer enough. She wanted meaning.

Since 2003, she has helped thousands of professionals in over 20+ countries grow their careers with career development programs and articles, on such topics as Networking Naturally, Discover Your Brand Story, Create Your Social Media Strategy, and Stand Out and Belong.

Carol has coached CEOs, COOs, bankers, attorneys, entrepreneurs, and consultants across numerous industries. Corporate clients include Caterpillar, Wells Fargo, Avaya, Celestial Seasonings, Furniture Brands International and Nelnet.

Carol's career advice has been featured in [The Wall Street Journal](#), [New York Times](#), [U.S. News & World Report](#) and Whole Living. Additionally, she was one of a handful of women profiled for the book, “[The Female Brand.](#)” She is a [contributing writer for Next Avenue](#) (a PBS site for Boomers) and for the [Northwestern Alumni Association career blog](#), often writing about managing one’s career in the age of social media. Carol first started blogging in 2005 and podcasting in 2006.

In addition to being an accomplished speaker, Carol thrives on the improvisation and learning that happens in a lively interview with sharp minds. She has interviewed national figures, including NYT best-selling author, [Daniel Pink](#) and legendary broadcast journalist, [Jane Pauley](#).

Carol is a graduate of Northwestern University. She lives near Boulder, Colorado with her husband and college sweetheart, Chip. As recent empty nesters, the highlight of their week is a Google Hangout with their two sons away at college.