



Bio

Carol Ross is a Bell Labs engineer turned career coach, national speaker and writer. She helps intelligent, creative professionals move from “struggling to fit in” to “standing out and belonging”, through storytelling and tribe-building. Based on her belief that everyone has a story to tell, Carol is a pioneer in helping professionals incorporate the elements of screenwriting into their LinkedIn profiles--to become known, liked, and trusted.

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.

Known as an engaging presenter who combines left-brain analytical thinking with right-brain storytelling, Carol has shared insights with more than 100 associations, companies, workshops and other groups. She has been a speaker at Texas Conference for Women, The Leadership Investment’s Success Forum, Michigan State’s Women in STEM conference and at national conferences for the International Coaches Federation, Net Impact and the Juvenile Arthritis Foundation.

She 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](#), [The New York Times](#), The Boston Globe, Chicago Tribune, [U.S. News & World Report](#), [Yahoo! Shine](#) and Whole Living. Additionally, she was one of a handful of women profiled for the book, [“The Female Brand.”](#) She is a contributor to NextAvenue.org, HR.com and Northwestern University Alumni Association’s career blog, often writing about managing one’s career in the age of social media.

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.