

Carolyn Sawyer

President and CEO

Carolyn Sawyer is the Founder and Chief Executive Officer of the Tom Sawyer Company (TSC). She has served as its President and set the strategic direction for this fast-growing Communications firm since its inception in 1996.

TSC's core competency is Communication Contact, which includes full service Call Center Operations, Strategic Instructional Training, Coaching and Public Outreach.

This talented communicator has parlayed her mastery of multi-mass media into creating a firm with capital sales exceeding the multi-million mark. Her cutting-edge business practices have garnered attention from national publications such as USA Today (March 2004). She was cited for optimizing Wi-Fi communications access to augment her business capabilities years before it became a mainstream operational tool.

Following TSC's award-winning unveiling of South Carolina's historic African American History Monument on the Statehouse grounds, former US Senator Fritz Hollings nominated Sawyer to serve on the National Commission commemorating the 50th Anniversary of Brown v. Board of Education, et al. As the Marketing Communications Chairwoman, Sawyer helped shape the Commission's worldwide publicity efforts, highlighting the landmark Supreme Court decision that ended school segregation in America.

Ms. Sawyer was a founding member of the Boston chapter of the National Coalition of 100 Black Women and previously served on the Board for the National Association of Black Journalist. Ms. Sawyer is a graduate of Washington State University where she earned a Bachelor of Arts degree in Communications.

A former network correspondent and anchor for ABC News and LIFETIME Television Network, Sawyer has authored an inspirational book for entrepreneurs entitled *Forget the Glass Slipper: Build Your Own Castle – 10 Traits of a Million Dollar Business* and co-authored ABC's of Media. She regularly contributes guest columns on topics of communications and business.