



David Paul Carter
Founder, Carter Reports

Who I Serve

Entrepreneurial businesses and family-owned firms that have outgrown their current systems but aren't sure what needs to change. Leaders who know "it can't keep going like this" but need clarity on what to do next. You're making critical decisions without a clear framework, relying on instinct when you need insight. You want an outside perspective that helps you see patterns you're too close to recognize on your own.

Contact

davidpaulcarter.com
dcarter@davidpaulcarter.com
Cell +1.215.208.8053
Denver, Colorado



CARTER REPORTS



Knowledge That Fuels Growth

I'm David Paul Carter, and I help growth-stage entrepreneurs see what others miss. My work centers on a simple but powerful principle: *Learn to See*—the idea that strategic clarity comes from understanding how everything in your business connects to everything else.

The Carter Reports Difference

Through *Carter Reports*, my knowledge platform for entrepreneurial and family-owned businesses, I deliver practical insights on strategy, execution, and growth that cut through the noise. Every report, tool, and framework is designed to help you see your business more clearly and act with greater confidence.

My signature tool, *The Execution Canvas*®, transforms traditional strategic planning into execution-focused clarity. It's built on the *Learn to See* methodology—helping leadership teams visualize connections, spot constraints, and align their organizations around what matters most.

Experience That Informs Everything

My perspective is shaped by over 20 years navigating the complexity of major corporations—Thomson Corporation, Wolters Kluwer, and Ziff-Davis—in roles ranging from publisher to VP of business planning, corporate communications, and strategic alliances. I've built and led teams across the US, New Zealand, and Europe, giving me firsthand experience with the challenges that come with scale.

As a former certified Gazelles coach, I worked directly with dozens of growth-stage companies, learning firsthand what actually works when businesses scale. I've transformed this extensive operational and coaching expertise into knowledge and tools that help owners and leadership teams navigate the messy reality of rapid growth—the strategic drift, team dysfunction, and execution gaps that derail promising companies.

Education

MBA and BS, Louisiana State University; Strategic Marketing Management Certificate, Cranfield School of Management, UK; Advanced Leadership Training, U.S.A.F. Squadron Officers' School; Arts and Business Council of Philadelphia "Business on Board" program.