

# CHAD G. CARROLL

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## CAREER HIGHLIGHTS

- Established a communication strategy for a newly established organization; cohesive messaging across levels maximized organizational visibility among key government, legislative, media, academic, industrial, and corporate stakeholders
- Launched campaigns to build public and government support for Army initiatives to support veterans transitioning out of the military after wars in Iraq and Afghanistan, leading to new partnerships with veteran service organizations that expanded available resources.
- Personally conducted and prepared senior leaders for over dozens of global media engagements and international news releases with outlets including CNN, 60 Minutes, Fox News, Wall Street Journal, NBC Nightly News with Lester Holt, all major U.S. television networks, and the Pentagon Press Corps.
- Successfully transitioned to a nonprofit leader of excellence after a 27-year Army career and retirement as a colonel.

## PROFESSIONAL EXPERIENCE

### **Donate Life Texas**

**September 2021 – present**

#### *Executive Director*

- Worked with Texas state legislators during the 2023 session to draft legislation that positively impacted organ donation – eventually leading to the new Texas Living Donor Education Program Law.
- Nonprofit leader dedicated to helping Texans safely and securely document their organ donation decision via the only official tissue, eye, and organ donor registry in Texas. Grew the registry from 13 million to over 15 million registrations in 2024.
- Created, implemented, and oversees execution of approximate \$1.5 million budget that includes revenue streams such as donations and state funding. Successfully executed a \$1 million paid media advertising campaign across Texas.
- Executes organizational strategy on behalf of a 4-person board of directors, as established by the Texas state legislature. Worked with Texas state legislators and staffers in 2023 to shape organ donation-related state laws and reform.

### **Army Futures Command - Austin, Texas**

**July 2019 – June 2021**

#### *Communications Director*

- Authored and supervised implementation of the organization's first communication strategy which resulted in stakeholder support and action on behalf of the Army's newest major command.
- Oversees web presence and social media content across multiple platforms to ensure consistent messaging. Includes <http://www.armyfuturescommand.com> and associated AFC social media platforms.
- Launched a successful communications campaign for a new initiative (Army Software Factory) to identify and recruit internal personnel to code and develop software solutions to support deployed troops.

### **United States Forces, Korea - Republic of Korea**

**July 2017 – July 2019**

#### *Public Affairs Director*

- Coordinated with US and foreign governments to ensure message alignment for multiple world leader summits including two U.S. presidential visits to the Korean Peninsula, the Joint Security Area visit, and U.S. Forces participation in the 2018 Pyongchang Winter Olympics.
- Led crisis communication efforts during the North Korean soldier defection in 2017; the video news release reached millions through traditional and social media platforms, preventing North Korea's denial of the incident. Link: <https://www.nbcnews.com/news/world/north-korea-violated-war-armistice-firing-defector-u-n-command-n823186>
- Conducted a live worldwide media event at Osan Air Base in July 2018 upon the return of 55 sets of fallen service member remains from North Korea. Link: <https://www.cnn.com/2018/07/27/remains-said-to-be-us-war-dead-repatriated-from-north-korea.html>

### **Office of the U.S. Army Vice Chief of Staff - Washington, D.C.**

**October 2015 – July 2016**

#### *Public Affairs Advisor*

- Selected and planned key engagements with the media, Congress, business and community leaders, and other stakeholders with a focus on synchronized messaging with other senior leaders in the Army.
- Served as official spokesperson for the office engaging with the media as well as internal and external audiences as necessary.
- Prepared senior leaders for executive level media, community, and congressional engagements.

**U.S. Army - Washington, D.C.**

**December 2012 – October 2015**

*Director of Community Relations & Executive Officer to the Army's Chief of Public Affairs*

- Guided four (4) living Medal of Honor recipients and their families through the White House ceremony, media engagements, and other events on behalf of the U.S. Army.
- Conducted thorough issues management with veteran lobbyist organizations via rigorous round table meetings in order to listen to - and address - their concerns about Army treatment of Soldiers returning from combat. As a result, these organizations changed their public communications to being supportive of Army messaging, while working within the Army's systems to contribute to these warrior's post-combat health and careers.
- Supervised U.S. Army participation in national level outreach events such as the NFL Super Bowl, World Series, PGA Tour Events, NASCAR races, and Hollywood films.

**Combined Joint Task Force-1 – Eastern Afghanistan**

**April 2011 – June 2012**

**Public Affairs Director**

- Primary spokesperson for 31,000 coalition service members in Afghanistan. Hosted over 150 embedded journalists from various international and US news outlets. Disseminated over 400 news articles and over 100 press releases to US international, and Afghan media. Prepared the commander and other unit leaders for over 40 major media engagements with outlets such as CNN, the Wall Street Journal, Washington Post, Fox News, and the Pentagon Press Corps.
- Created and supervised a "text to cell" program on the Afghan cellular network which instantaneously transmitted appropriate messages to over 300 Afghan media outlets in the 14 eastern-most provinces of Afghanistan. As a result, accurately informed Afghan and international audiences on U.S. involvement in Afghanistan and sustain support from the Afghan people by countering adversary purposeful propaganda and disinformation.

## **EDUCATION**

Dwight D. Eisenhower School, National Defense University – Fort McNair, Washington, D.C.

M.S., National Resource Strategy with Environmental Studies

University of North Carolina at Chapel Hill – Chapel Hill, North Carolina

M.A., Mass Communication and Public Relations

*Institute for Public Relations' 2007 Best Master's Thesis Award for "The U.S. Army Public Diplomacy Officer: Military public affairs officers' roles in the global information environment"*

Missouri University of Science and Technology – Rolla, Missouri

M.S., Engineering Management

United States Military Academy – West Point, New York

B.S., Environmental Science

## **PROFESSIONAL ORGANIZATIONS**

Public Relations Society of America

Army Public Affairs Alumni Association

Association of the United States Army

National Eagle Scout Association

Iraq and Afghanistan Veterans of America

Disabled American Veterans

Inductee, Cleburne High School Wall of Fame

West Point Association of Graduates

University of North Carolina Alumni Association

Korea Defense Veterans Organization

Veterans of Foreign Wars

1st Cavalry Division Association

Founding Member, U.S. Army National Museum