

Carolyn Ball, VP of Strategy & Client Solutions

A goal-oriented, results-driven, senior leader, Carolyn has 20 years of consulting experience. In her current role as VP of Strategy and Client Solutions, Carolyn is responsible for helping drive w3r Consulting's go-to-market & diversification strategies, building competency and teams in alignment to meet market demand. Many of the solutions that Carolyn has been responsible for, create cost savings or speed to market value. Carolyn's team was responsible for returning over \$70MM in savings during her time managing the analytics solution team for w3r. Next-generation platforms that support the ongoing development of AI and ML are current passions of hers while working with industry leaders on powerful use case projects.

Before joining w3r, Carolyn satisfied her passion for meeting the challenge of highly competitive and intense markets in her career as an investment banker. Her diverse experience across many verticals creates opportunities to bring creative solutions that yield client and employer success – both in intangible value and hard ROI. Carolyn brings an innate ability to provide a unique perspective has initiated many successful and forward-thinking business and client strategies and deals.

While her career fuels the competitive fire within, Carolyn is most passionate about finding appreciation for the small things in life. For her, this means hanging with her children, humoring herself with witty comments, or cooking dinner together with a bit of Sinatra and a pairing of wine. Carolyn is also deeply passionate about trying to create a vision for unity and equality. She seeks to capitalize on opportunities to help redefine narratives and misconceptions to help create harmony in our communities.

Carolyn holds an MBA - Finance from Wayne State University located in Detroit, Michigan.

