

CURRICULUM VITAE

EDWARD B. CARR

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CAREER SUMMARY

EXCEPTIONALLY CREATIVE PROFESSIONAL ARTIST, EDUCATOR, COACH, AND MENTOR, a formally trained, professional composer and educator with an MBA from Washington University in St. Louis, four years of teaching experience in an AACSB-accredited business school. Passionate about teaching organizations how to harness the power of creativity and innovation, as well as helping musicians acquire entrepreneurial career skills.

KEY SKILLS

- A MUSIC DEGREE AND PROFESSIONAL MUSIC EXPERIENCE
- UNDERSTANDING OF AND EMPATHY FOR THE ARTISTIC PURSUIT
- COMMUNICATION, INDIVIDUAL AND IN GROUPS
- TEACHING, COACHING, AND MENTORING IN EDUCATION, ENTREPRENEURSHIP, AND ORGANIZATIONAL LEADERSHIP
- FORMAL GRADUATE EDUCATION IN BUSINESS
- ISSUE ANALYSIS, IDENTIFICATION, RESOLUTION

EDUCATION

Certificate Transformational Leadership, the Erasmus Academy of Post Graduate Studies at Erasmus University, Rotterdam, The Netherlands.

MBA Olin School of Business at Washington University in St. Louis.
 Two Concentrations in Organizational Leadership and Entrepreneurship.
 Fellow, Consortium for Graduate Studies in Management (full tuition scholarship).

BA Brigham Young University. Music (concentration in composition).
 Trumpet soloist, Synthesis Jazz Ensemble

EXPERIENCE IN HIGHER EDUCATION**ST. LOUIS UNIVERSITY, COOK SCHOOL OF BUSINESS**

Visiting Professor of Marketing 2007-2010

Adjunct Professor of Marketing 2007

Curriculum Design. Syllabus development, lesson plans, group work, measurement tools and learning assessments.

COURSE TEACHING EXPERIENCE

MKT 440 Consumer Behavior, MKT 360 Marketing Research, MKT 340 Integrated Marketing Communications, MKT 300 Marketing Management, BIZ 100 Introduction to Business.

As Substitute Instructor: MKT 600 MBA Introduction to Marketing Mgt. MKT 490 Marketing Policy (Capstone).

WESTON CAREER RESOURCES CENTER

Olin School of Business at Washington University in St. Louis.

Project Manager, Web Site Redesign 2002

- Created new organizational scheme for internal and external facing web site by organizing it around the academic courses in career management.
- Brought diverse stakeholders such as External Relations, Career Counseling, and faculty together to support innovative proposal.
- Interviewed candidates for the position of Career Advisor.
- Participated in mock interviews of MBA students after own graduation.

WORKSHOPS

“Synthesis Leadership: The Art of Leading Creativity And Innovation.” A one-day workshop explaining the neurological and behavioral aspects of creativity and their impact on functionally diverse organizations.

“The One Day MBA For Working Musicians.” A workshop in entrepreneurship and business management skills for collegiate music and fine arts students.

PUBLICATIONS

“Measurement of Financial Benefits of Safety Management Systems in Aviation.” *The Center for Aviation Safety Research (CASR)*, St. Louis University. February, 2011.

“A Manual for Brass Players.” Pub., DEG JAPAN Corp.

“Improvisation as a Confidence Builder.” Pub., DEG JAPAN Corp.

WORKING PAPERS

“A Synthesis of Current Research on the Neurological and Behavioral Characteristics of Creativity.” Spring/Summer, 2012.

“Synthesis Leadership On The Road: Implementation of Organizational Learning Practices with The Madison Scouts Drum & Bugle Corps Association,” Summer/Fall of 2012.

PRESENTATIONS

“Brand You: Imbuing the Career Aspirant with Brand Equity, and the Development of Value Proposition.” Used in conjunction with the MKTG300, Introduction to Marketing Management (a BSBA Common Body of Knowledge course).

Team Building Program for the Parkway West Marching Band, Parkway West Sr. High School, Ballwin, MO. August, 2007.

SERVICE

Supervisor, Student Professional Internships, AY 2009-10, AY 2008-09, AY 2007-2008.

Service Leadership Advisor, community service consulting team. 2009.

Business School Faculty Advising Committee, National Center For Aviation Safety Research (NCASR), Parks College of Aviation, 2008.

EXPERIENCE IN MUSIC EDUCATION**MUSIC EDUCATION CONSULTANT**

- Principle services included creative program consulting for secondary school music educators.
- Counseled music educators, directed creative staffs, developed instructional syllabus, and served as Production Designer for award-winning marching arts programs in several U.S. states and Drum Corps. International Division III Championships.
- Developed “The Virtual Sightreader” Interactive Music Catalog CD-ROM for music educators. Oversaw development, prototyping, and user evaluation. Test-marketed at Music Educators National Conference (MENC), Kansas City, MO 1996.

DEG JAPAN CORP.

Music Education Consultant 1992

- Taught music educators throughout Japan creative and instructional staff coordination techniques and specialized skills necessary to teach and perform American-style pageantry shows, achieving national-level competitive success.
- Selected as first American full-time Staff Coordinator of Japanese drum and bugle corps to guide the formation of a new drum and bugle corps, the Sonic City Lancers, in Omiya, Saitama.

EXPERIENCE IN ENTREPRENEURSHIP**INDEPENDENT BUSINESS CONSULTANT**

2004-2006

- Created successful business and marketing plans for regional airline, Air Choice One (now Cape Air), connecting St. Louis and Chicago international airports with cities in Missouri, Illinois, and Iowa.
- Wrote successful grant applications for Arts and Treasures of Latin America, a St. Louis, MO not-for-profit organization. These grants were funded by the Missouri Arts Council and the Regional Arts Counsel.

TWMA.COM (TRADE WINDS MUSIC ACCESSORIES)

Founder 2000-2004

- Founded, developed business plan, and was solely responsible for strategy and technology decisions for e-commerce music instrument accessories retail venture.

FULLY AEROBATIC MUSIC

Creative Director 1993-1999

- Music services creative shop whose products and services include synchronized scores, CD production, and multimedia development.
- Executive produced Compact Disc *Busca La Solución* for La Solución Latina Salsa Orchestra.
- Produced musical scores for commercial clients such as The Bud Light Air Force Aerobatic Team’s live air shows worldwide.

INDEPENDENT FILM COMPOSER

Freelance Commercial Composer 1990-1992

- Scored and produced music for theatre, film and television.

RELEVANT INDUSTRY EXPERIENCE**INDEPENDENT BUSINESS CONSULTANT**

2004-2006, 2011-Present

- **JAZZWITHOUTBORDERS.COM.** *Founder, 2011-Present.* All music compositions for the music education market available through this e-commerce publishers.
- **Air Choice One.** Created successful business and marketing plans for regional airline, now connecting St. Louis and Chicago international airports with cities in Missouri, Illinois, and Iowa as Cape Air.
- **Arts and Treasures of Latin America.** Wrote successful grant applications for this St. Louis, MO not-for profit organization. These grants were funded by the Missouri Arts Council and the Regional Arts Counsel.

WALT DISNEY STUDIOS

Operations and Planning Analyst, Buena Vista Home Entertainment (BVHE). Paid MBA internship, Summer 2002

- Analyzed DVD/VHS manufacturing processes and corresponding interdepartmental communications, gaining detailed understanding of Home Entertainment structure and business model.
- Recommended plan to restructure interdepartmental communications around manufacturing process.
- Worked with minimal supervision and reported directly to Senior Vice President, Operations.

Marketing Research

- **VERVE RECORDS.** Designed and led a Brand Equity Analysis of the Verve Records label, including target demographics, competitive analysis, and recommendations for audience expansion. Personally interviewed and reported findings to Verve Director of Marketing and Production, Nate Herr.
- **FILE SWAPPING.** Led an Innovations and E-Commerce team study of the disintermediary effects of file swapping on the music and media industries.
- **STAGE PRODUCTION BUSINESS PLAN.** Led a team in Entrepreneurship to develop a business plan for an international touring stage production with an assumed \$2.3 Million budget.
- **“BLAST! ON BROADWAY.** Wrote a term paper on the development of 2001 Tony Award-winning production, “Blast!” including personal interview with founder James Mason.
- **ARTS AND ENTERTAINMENT NFP.** Led a *Taylor Community Consulting Program* team in a real-world consulting project for the Madison Drum and Bugle Corps Association, to study the feasibility of relocating a large performing ensemble from Kentucky to the St. Louis, MO area.

Media Industry Independent Studies

A Plan For Interdepartmental Communications for Buena Vista Home Entertainment (Walt Disney Studios)

- Proposed a database-oriented structure for interdepartmental communication based on the DVD and VHS manufacturing process.

A Financial Model To Predict Revenue from Disney Animated Feature Sequels

- Used Discounted Cash Flow analysis and linear regression to predict revenue from direct-to-home entertainment sequels to theatrical releases.

PROFESSIONAL ASSOCIATIONS

Composer/Songwriter Member, Broadcast Music Inc. (BMI)

Fellow, Consortium for Graduate Study in Management (CGSM) (full tuition scholarship for MBA)

Member, National Society of Hispanic MBAs (NSHMBA).

Former Member, Music Educators National Conference (MENC)

PERSONAL

Fluent in Spanish (native speaker)

Interests: Jazz music, aviation history.

CREATIVE ACHIEVEMENTS

PERFORMED OR RECORDED COMPOSITIONS

Orchestra With Big Band Jazz Ensemble

Summerfields and Daydreams, A New Age Suite in Three Movements.

Big Band Jazz Ensemble

Busca La Solución (Find The Solution), A Carol for Carole, If You Can't Hurt The One Love, Hurt The One You're With, Keep 'Em Guessin' Rosemary, Yo Sueño Contigo (I Dream of You), A Christmas Jazz Medley

Small Jazz Ensemble or Jazz Combo

A Night in Sevilla (w/strings), Air Jamaica, Cherry: Coke? Spanish Lullaby, Webster Groves Promenade, Holiday Girl, The Girls From Chatsworth, Dark Nights City Lights.

Swing Band

Abigale (Music & Lyrics) If You Can't Hurt The One You Love (Music & Lyrics) Open Your Arms (Music & Lyrics) The Plane To Lisbon (Music & Lyrics), I Won't Roam.

Salsa Ensemble

Busca La Solución (Find The Solution) (Music & Lyrics, Spanish), Yo Sueño Contigo (I Dream of You) (Music & Lyrics, Spanish).

Alternative Rock, Rock, or Pop

All I Know (Music & Lyrics) Charlie Brown, Why The Frown (Music & Lyrics), My Wife Nearby Unfinished Business (Music & Lyrics), Why? (Music & Lyrics) ,You Are My World (Music & Lyrics).

Film, Theatre, and Other Synchronized Scores

1. Backstage, Hugh Nibley, Director. 2. & 3. “The Time Capsule” and “Passover,” two films in series for the Church Educational System, The Church of Jesus Christ of Latter Day Saints. David Sheerer, Director. 4. Sunrise At Soward’s Butte, Marc Marriott, Director. 5. The Laser’s Edge, score for live air show performances, Leo Loudenslager, 7-time U.S. Champion and World Champion Aerobatic Pilot. 6. To Fly In Angels’ Skies, for live air show performances, The Bud Light Air Force Aerobatic Team. 7. St. Stanislaus, Documentary, Kim Doane, Director. 8. A Tale of Two Cities, Live Theatrical with dramatic score. Dr. Charles Metten, Director.

JAZZ PERFORMANCE EXPERIENCE

Undergraduate college, played with BYU’s Synthesis, **trumpet soloist**. One month tour of the then Soviet Union and the Baltic States, including TV broadcast concerts in Moscow, festivals in Estonia and Riga, Latvia. Also assembled my own combos from time to time, bop and fusion, always with original music. Arranged and performed with a salsa band at cultural festivals.

Scored an all-jazz score for a theatre dept. faculty member’s short film, mixing original themes with standards such as “Sophisticated Lady” and “When Sunny Gets Blue.” Played trumpet and piano on recording sessions.

Shared the stage with **Michael Brecker, Jon Faddis**.

La Solución Latina Salsa Orchestra for nine years. A twelve-piece salsa orchestra based in St. Louis, played throughout the Midwest. Trumpet, Wrote and arranged for the band.

Served as Executive Producer of their CD, Busca La Solución (FA Music 2701). Two of my originals were featured on the CD. One of them, *Yo Sueño Contigo*, was a **finalist in the 2003 GRAMMYS regional songwriting contest**.

Bob Waggoner’s Meramec College Jazz Lab Band, from 1993-1999. Trumpet, solos. The big band version of *Busca La Solución* was performed in concert in 1997.

Shared the stage with **Louie Bellson, Mike Vax, Nick Brignola, and Jim Manley**.

Heavy Eddie and the Fat Tones, my own swing band, a nine-piece jazz orchestra. Trumpet, vocals. Along with St. Louis theatrical stage star Deborah Sharn, sang and played **original pieces** such as *Abigale*, *The Plane To Lisbon*, *Open Your Arms*, and *If You Can’t Hurt The One You Love, Hurt The One You’re With*.

John Baker Memorial Big Band, 2002-present. Trumpet, solos. Comprised of Parkway School District faculty and local professional performers.

The Eddie Carr Five. Piano, vocals. An alt rock combo where I can indulge in composing songs in the style of Jamie Cullum, Ben Folds, and Billy Joel.