



**Sam Carter**  
**Director and Senior Coach**

Sam Carter is a Director for The TAI Group, creating and leading programs globally across a diverse array of industries. Recognized for his ability to foster and grow his clients' leadership and communication capabilities. Sam's international client work includes:

- Co-creator and leader of TAI's signature program, *Communicating with Power and Presence* Sam has brought this program to a wide variety of TAI's international clients including The World Bank, Bertelsmann, Credit Suisse, Novartis, The Boston Consulting Group, Walt Disney, American Express, Repsol, Veolia, ECCO, Nestle, Yum Foods International, Kraft, Philip Morris, KPMG, Bacardi-Martini, and LEGO.
- Director and Lead Coach for EMEA region and Russia. Clients include Philip Morris International, the Executive and Full-Time MBA programs at Skolkovo – the Moscow School of Management, Bacardi Russia, Sberbank, and Gazprom.
- Long-term international client engagements and C-suite relationships with executives from LEGO, Apple Inc., YUM Foods International (KFC & Pizza Hut), Monsanto, Maersk, The Boston Consulting Group, Seminis, UBS, ThyssenKrupp, Ebay/PayPal, Beam Global Spirits, Credit Suisse, Digitas, Merrill Lynch, Deloitte, and continuing partnerships with The Harvard Business School on communications and leadership development.
- Lead coach at IMD in Lausanne Switzerland for TAI leadership program modules in the Advance Strategic Management Program, which have included Fortune 500 Company participants from Europe, Asia, South America, and the Middle East.
- Sam is a contributing author to the book, "Power Speaking" published by Alworth Press.

Sam's background is as an actor, writer and composer, working as a playwright and theatre director in New York City. He trained at the London Academy of Music and Drama, Conservatoire ETW in Paris, and New York University's Tisch School of the Arts. He resides in New York City.