

Jessica Carter

Founder & CEO at Heta Corporation

Glastonbury, CT, US

Women + Leadership, Social Technology, and Culture

Biography

Jessica Faye Carter is president of Heta Corporation, a consulting firm. In this role, she advises organizations on issues related to cultural and gender diversity, and on engaging these demographics with social technology. Jessica speaks frequently at conferences and corporate events on topics related to social technology, women, and diverse consumers and employees. Her previous engagements include: Social Media Brasil, Goldman Sachs' Multicultural Women's Exchange, Web 2.0 Expo ? SF, NASA ? Marshall Space Flight Center, and annual diversity conferences for The Conference Board and The Society for Human Resource Management. Her work has been cited in the Associated Press, Working Mother Magazine, and Essence, and she has appeared on PBS and TVO. She is a guest writer for Mashable. She recently founded Toour, a social travel application where users create and share tours of their favorite places around the world. Jessica was previously a corporate lawyer and holds a JD and an MBA from Duke University, and a BA in economics from Spelman College.

Availability

Keynote, Workshop, Author Appearance, Corporate Training

Industry Expertise

Human Resources, Social Media, Women

Affiliations

New York Bar

Sample Talks

The Coming Wave: Exploring Women, Innovation & Social Technology

Do women rule the social web? Recent data shows that women users now equal or outnumber men on popular social media sites like Facebook, Twitter, and LinkedIn. Join us as we explore the reasons behind women's surging interest in social technology and what it means for our lives. We'll also discuss practical strategies women can use to leverage the latest social tools.

Event Appearances

Title

Web 2.0 Expo - SF

Title

Social Media Brasil

Title

Goldman Sachs & Co. Brokering Change Interbank Conference

Education

Duke University

JD/MBA

Spelman College

BA

Accomplishments

2010 Global ATHENA Young Professional Leadership Award® Recipient

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