



Carol A. Crawford
TAB Principal Owner
TAB Certified Facilitator

Carol A. Crawford is one of the founders and principal of DC Crawford a consulting firm specializing in organizational development and design. She has more than 25 years of senior level leadership experience in both the private and public sector for small and large organizations.

Before starting her own company, Crawford was a member of the Executive Staff of the Grand Rapids Public Schools where she served as the Chief Financial Officer. Prior to working with the school system, she was Vice President – Corporate Services for United Bank of Michigan where, as a member of the Senior Staff, was responsible for human resource management, branch administration, and facilities

management.

In 2003, Crawford became a Certified Facilitator for The Alternative Board (TAB). TAB is a selective, invitation-only membership organization made up of Presidents, CEO's, and business owners who meet in small-structured boards on a monthly basis to improve the profitability and operation of their companies. Crawford is also a Certified Coach in Strategic Business Leadership, a strategic planning process specifically developed for small, privately held businesses.

Crawford's areas of expertise include: leadership development, strategic thinking, improving profitability, system's redesign, negotiations, and human resource management.

Carol is a member of the faculty of the University of Phoenix teaching MBA courses in the area of management, human resources, and organizational behavior. In addition, she is a certified facilitator in Interest-Based Strategies and strategic planning, is certified as a Senior Professional in Human Resources (SPHR) through the Society for Human Resource Management, and has a certificate in Medical Practice Management. Crawford received her MBA from Grand Valley State University.

Active in the community, Crawford has served on several boards including: the YWCA, Girl Scouts Michigan Trails, Quota International, Project REHAB, and Arbor Circle. In addition, she is a member of the Economic Club of Grand Rapids, INFORUM, International Association of Coaches, and The Progressive Women's Alliance of West Michigan. In 2005 she was recognized by Business Review Magazine as One of the Most Influential Women of West Michigan.