

Contact

www.linkedin.com/in/carter-fowler-8835739b (LinkedIn)

Top Skills

- Go-to-Market Strategy
- Team Building
- Business Development

Languages

Spanish (Limited Working)

Certifications

- Google AdWords
- Google Analytics

Honors-Awards

- Generation Liberty Fellow
- Gentleman of the Year

# Carter Fowler

Co-Founder & CEO at Totem World's Most Viral Startup Reached 5% of World Population Organically. No Celebrity Endorsements. 100% Organic Growth. Featured on Inc Magazine, Rolling Stone, and WIRED

Chattanooga, Tennessee, United States

## Summary

Turning beautiful products into cultural phenomena.

Currently serving as CEO at Totem, one of the world's fastest-growing consumer tech startups. Our team is on a mission to reshape the way people connect and navigate the real world during life's most beautiful moments.

Music and entertainment runs in my veins. I come from a long line of professional musicians and have years of experience as a professional vocalist. Over the years, I've attended hundreds upon hundreds of live shows and festivals. In 2018, a selection of my music journalism was archived by the US Library of Congress in their American Music archives.

"Art is how we decorate space, but music is how we decorate time."

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## Experience

### Totem

Co-Founder & CEO

October 2023 - Present (2 years 3 months)

Makers of the world-famous Friend-Finding Compass. Totem is creating a safer, more immersive, and more beautiful world for everyone.

### Chattanooga Area Chamber of Commerce

Board Member

July 2023 - June 2024 (1 year)

Chattanooga, Tennessee, United States

gener8tor

Go-to-Market Mentor  
June 2023 - March 2024 (10 months)

The Company Lab (CO.LAB)  
Go-to-Market Mentor  
February 2023 - March 2024 (1 year 2 months)

Agile Brand Lab  
Brand Strategist  
April 2019 - December 2023 (4 years 9 months)  
Atlanta, Georgia, United States

ENGINEERED SILICONE PRODUCTS LLC  
Marketing Advisor  
October 2018 - December 2023 (5 years 3 months)  
Columbia, New Jersey, United States

Shoetizer  
Go-to-Market Advisor  
June 2023 - November 2023 (6 months)  
Chattanooga, Tennessee, United States

RFYN  
Head of Marketing  
March 2022 - November 2022 (9 months)  
San Diego, California, United States

CentralSauce Media  
Founder  
December 2017 - November 2021 (4 years)  
Greater Atlanta Area

321 Web Marketing  
Digital Marketing Strategist  
September 2016 - December 2018 (2 years 4 months)  
Fairfax, VA

Moving Picture Institute  
Business Development Associate  
May 2015 - September 2016 (1 year 5 months)  
Washington, D.C.

The James Madison Institute  
Business Development Coordinator  
August 2013 - May 2015 (1 year 10 months)

The Peabody Memphis  
Management Intern  
May 2013 - August 2013 (4 months)

Consulado General de El Salvador  
Citizen Affairs Intern  
May 2010 - August 2010 (4 months)  
Woodstock, Georgia

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## Education

Florida State University  
Bachelor of Science (BS), Economics · (2011 - 2015)