

Jordyne CARMACK

Book Jordyne:

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Dr. Jordyne Carmack equips leaders to cut through noise, connect authentically, and thrive in a world of constant change.

A TEDx veteran, keynote speaker, leadership strategist, and trusted partner to associations, nonprofits, and businesses across Appalachia and beyond, Jordyne blends research, storytelling, and humor to give audiences what they crave: practical tools and memorable moments that stick.



SIGNATURE TOPICS

- ✓ Embracing Authenticity in an Artificial World
- ✓ Be Confident, Be You!: A Public Speaking Workshop

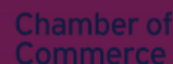


Jordyne came to speak with our Chamber and completely blew us all away. Her message deeply resonated with our members and left them with so many practical takeaways that they can use in their everyday lives.

***Brittani D.,
Event Organizer***



AS SEEN AT:



BIO

Dr. Jordyne Carmack is a dynamic communication strategist, educator, and thought leader who empowers individuals and organizations to thrive through transformative learning experiences. As the Founder and CEO of AuthenticleAD, Dr. Carmack delivers coaching and workshops on authentic leadership, communication skills, and personal branding, specializing in fostering genuine connections in an increasingly automated world. She is the creator of **Future-Ready Teams**, an applied AI development program that helps mission-driven organizations move from change fatigue and resistance to confident technology adoption through practical, skills-based training.

An popular speaker and recognized expert in authentic leadership, Dr. Carmack's insights have been featured at conferences, including her TEDx talk, "Embracing Authenticity in an Artificial World." Her research and practical applications of authenticity focus on helping leaders embrace self-awareness and transparent decision-making as a competitive edge. She is an expert in using assessment-based solutions to connect and empower teams to communicate with excellence.

Dr. Carmack taught Communication Arts full-time for seven years at the undergraduate level early in her career, cultivating future leaders and communicators. She now shares her expertise at the doctoral level, teaching Current Trends and Issues in Leadership, where she guides emerging scholars and professionals in navigating the complexities of modern leadership challenges. Dr. Carmack brings a rich academic background to her work, holding a Ph.D. in Leadership from the University of the Cumberland and an M.S. in Integrated Marketing Communication from West Virginia University. Her academic and professional journey reflects her passion for cultivating human-centered, value-driven leadership across industries and communities.

Beyond her professional endeavors, Dr. Carmack is a dedicated community leader and advocate. She serves as the Executive Director of Leadership Tri-County and sits on the Strategic Advisory Board for the Women's Business Center of Kentucky. A recipient of accolades such as Central Kentucky's Remarkable Woman Award and the Young Professionals of Lake Cumberland's 40 under 40, Dr. Carmack exemplifies excellence in leadership, service, and innovation.

INTRODUCTION

Our speaker is Dr. Jordyne Carmack, a dynamic leadership strategist who empowers professionals to transform workplaces into thriving, collaborative environments through connection. She's a TEDx speaker, a non-profit executive, a one-time half-marathoner, and Tex-mex queen. She's on a mission to ignite transformative impact through leadership training that energizes teams, enhances creativity, and achieves remarkable outcomes. Welcome, Dr. Carmack!

IN THE MEDIA

Jordyne is a sought-after voice on authentic leadership, human-centered communication, and navigating change in the modern workplace. From television to podcasts, she brings the same energy to every conversation – clear, practical, and real.



WHY AUTHENTICITY IS THE ULTIMATE COMPETITIVE EDGE IN A TECH-DRIVEN AGE.

WHAT REALLY DEFINES EFFECTIVE LEADERSHIP TODAY – AND HOW LEADERS CAN SPARK TRANSFORMATION THAT ACTUALLY STICKS. JORDYNE JOINED HOST DAVID NOE TO UNPACK AUTHENTIC LEADERSHIP FOR HR PROFESSIONALS AND PEOPLE LEADERS.

A promotional graphic for the podcast "Speak Easy HR". The title "Speak Easy HR" is in a large, yellow, stylized font. To the right, it says "Hosted by: David Noe" in a cursive font. Below the title are two video thumbnails. The left thumbnail shows David Noe, Host, with a microphone and a sign that says "ON AIR". The right thumbnail shows Jordyne Carmack, PhD, SHRM-SCP. Below the thumbnails, it says "Presented By: PAYROLL PARTNERS" in blue and green. To the right of that is a banner that says "Uncut. Unfiltered. Authentic." in yellow and green, followed by a "1 YEAR" anniversary logo and a microphone icon.



FUTURE-READY SKILLS FOR THE MODERN LEADER – WHAT EVERY PROFESSIONAL NEEDS TO KNOW RIGHT NOW.

JORDYNE CARMACK, PHD, SHRM-SCP

Founder | Speaker | Futurist

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SUMMARY

- Dynamic and results-driven professional with a proven track record in leadership development, education, and organizational growth. Leveraging hands-on teaching experience to design and deliver engaging training programs, I excel at translating complex concepts into impactful learning for diverse audiences.
- **DiSC:** i Style; **Meyers-Briggs:** ENFJ - enthusiastic and people-centric, collaborative and innovative

EXPERIENCE

FOUNDER & CEO (2022 - PRESENT)

AuthentiLEAD

- Designed and facilitated on-site and remote professional development sessions on artificial intelligence, active listening, public speaking, personal branding, conflict resolution, and general communication skills*
- Provided coaching, training, or consulting in talent development for 500+ individuals in 2024
- Coached individual clients on identifying and improving communication skills
- Managed marketing, financial, staffing, and strategic initiatives as a small business owner.

EXECUTIVE DIRECTOR (2023 - PRESENT)

Leadership Tri-County

- Oversaw strategic planning, program development, and day-to-day operations to fulfill the organization's mission.
- Built and maintained key partnerships with local businesses, community leaders, and stakeholders to expand program impact.
- Managed budgeting, fundraising, and financial oversight to ensure sustainable growth and organizational stability.

INSTRUCTIONAL DESIGNER

(2022 - 2024)

Academic Affairs - University of the Cumberlands

- Build extensive course content in Blackboard Ultra and Original LMS (30+ courses), including integrations with publishers and outside vendors
- Provide expert feedback to course developers on course design including accessibility standards, objective and learning outcomes, alignment, and assignment variety
- Collaborate with multiple levels of campus leadership to develop, host, edit, and publish faculty development podcast episodes

*List of recent presentations on p.3

EXPERIENCE (CONT.)

ADJUNCT PROF. (2024 - PRESENT), ASSOCIATE PROFESSOR (2020 - 2022)

/ASSISTANT PROFESSOR (2015 - 2020)

Department of Leadership Studies / Department of Communication and Media Arts, Univ. of the Cumberlands

- Courses taught: Current Trends & Issues in Leadership (PhD program), Public Speaking, Advertising & Marketing, Interpersonal Communication
- Taught 100+ students per semester in multiple modalities including asynchronous, hybrid, and synchronous (remote and in-person)
- Developed new e-learning courses using ADDIE and instructional design methodology
- Provided academic and career coaching for students including performance and change management
- Completed general assessment on student learning and faculty self- evaluations annually.

EDUCATION

PHD IN LEADERSHIP

University. of the Cumberlands

MS IN INTEGRATED MARKETING COMMUNICATION

West Virginia University

BS IN COMMUNICATION AND THEATRE ARTS

University of the Cumberlands

LEADERSHIP & SERVICE

Strategic Advisory Board Member, **Women's Business Center Kentucky** (2024 - Current)

Executive Director, **Leadership Tri-County** (2023 - Current)

Co-Chair, **Women in Business - London-Laurel County Chamber of Commerce** (2023 - 2024)

Secretary, **Leadership Tri-County**, KY (2021 - 2023)

Board Member, **Leadership Tri-County**, KY (2020 - 2023)

Committee Member - Taste of Southeast Kentucky, **God's Pantry Food Bank** (2019 - 2023)

Officer - Media, **Laurel County Republicans Women's Club**, KY (2022)

Committee Member - Discipleship, **First Baptist Church of London**, KY (2022)

Volunteer, **London Downtown**, KY (2016 - 2022)

Founding Member, Christian Educator Initiative, **University of the Cumberlands** (2022)

Committee Member, **University of the Cumberlands** (Rotation, 2015 - 2022): SACS 5-Year Re-accreditation Committee (QEP) + others

Board of Directors, **127 Worldwide**, Raleigh, NC (2017 - 2020)

Capital Campaign Publications Manager, **First Baptist Church of London**, KY (2019 - 2020)

Kenya Short-Term Mission Project Leader, **127 Worldwide** (2016, 2017, 2019)

PROFESSIONAL MEMBERSHIPS, CERTIFICATIONS & AWARDS

Senior Certified Professional, **SHRM**, 2025

Remarkable Woman Central Kentucky Winner, **NexStar Media**, 2024

40 under 40 Recipient, **Young Professionals of Lake Cumberland**, 2023

Recertification Provider, **SHRM**, 2023

Social and Behavioral Research, **CITI Program**, 2023

Certified Facilitator, **co.starters**, 2023

Member, **ELEVATE - Leadership Kentucky**, 2023

Everything DiSC® Certified Practitioner & Authorized Partner, **Wiley**, 2023 - Current

Member, **London-Laurel County Chamber of Commerce**, 2022-2023

Certified Course Reviewer, **Quality Matters**, 2022 - 2024

Fellow, **Kopenhaver Center for the Advancement of Women in Communication**, 2022

Foundations in Design Thinking Certificate, **IDEO U**, 2022

The Future of Workplace Learning, LinkedIn Credential, 2022

Enterprise Design Thinking Certification, **IBM**, 2022

Duane Hart Leader Among Leaders Award, Leadership Tri-County, 2020

Class of 2020, Leadership Tri-County (2019-2020)

PRESENTATIONS, WORKSHOPS, CONFERENCES

Keynote - KCARE Quality Summit, 2026* (*upcoming*)

Keynote - Kentucky IPS Supported Employment Annual Conference, 2026* (*upcoming*)

Keynote - NABIP Central Kentucky Symposium, 2026* (*upcoming*)

Keynote - Kentucky League of Cities Women in Government Summit, 2026

"DiSC Fundamentals" - **MidSouth KY SHRM Conference**, 2025

"Can Robots Teach Empathy? The ChatGPT Experiment" - Breakout, **TNSHRM Annual Conference**, 2025

"Authenticity in the Age of AI" - Keynote, **Big Sandy Women in Business Symposium**, 2024

"Networking and Relationship Building in KY's Business Landscape", **Women in Business Expo**, 2024

"Stop Networking, start connecting!" **Women in Business, London-Laurel County Chamber of Commerce**, 2024

"The AI-Proof Leader: How Authentic Leadership Is the Competitive Edge" - **NKY Women's Initiative Regional Summit**, 2023

"Embracing Authenticity in an Artificial Age" - **TEDx Danville**, 2023

"The AI-Proof Leader: How Authentic Leadership Is the Competitive Edge" - Keynote, **Big Sandy Leadership Summit**, 2023

"The AI-Proof Leader: How Authentic Leadership Is the Competitive Edge" - Keynote, **SOAR - Ignite**, 2023

"The Authentic Leader" - Workshop, **SEKY-SHRM**, 2023

"Rest & Margin for the Entrepreneur" - Speaker, **P31 Woman-preneur Conference**, 2023

Everything DiSC® Facilitation, **Invest606**, 2022, 2023, 2024

Speaker, **London-Laurel County Chamber of Commerce**, 2022

Attendee, Annual Conference - Detroit, **AEJMC**, 2022

"InvestInYou: Personal Branding" Workshop, **BRIGHT Alumni Summit - Leadership Kentucky**, 2022

"Pitching: Equipping Students to Present Effectively" Presentation, **KACTE Annual Career and Technical Education Summer Program**, 2022

"Active Listening" Workshop, **BRIGHT Leadership Program - Leadership Kentucky**, 2022