

Rick Carlton

Expertise

PR. Marketing and Journalism involving the motorsports industry. IT Strategy Development and Management.

Industry Experience

Automotive. Motorsports. Electronic Media. Hospitality. Publishing. Federal, State, Municipal Government. High-Technology.

Key Positions

Online marketing/advertising. Automotive/motorsports media support. Multiple CIO engagements for private/public companies including work in communications, large-scale computing.

Education

Portland State University; University of Missouri.

Work Experience

Rick Carlton has operated as a Senior Consultant and C-Level executive for 34 years with a focus on the development, delivery and management of systems and programs for large-scale computing/high technology, traditional/electronic publishing, traditional/new media broadcasting, and advertising and marketing. His public and private company engagements encompass a range of business segments including; Federal and State government, media entertainment, hospitality, and publishing. Throughout his career he has maintained a secondary professional focus on motorsports serving as a press, media relations and marketing consultant for drivers, teams and organizations operating in IRL, NASCAR, VRA, IMSA, and CART. As a knowledge engineer, he is additionally well-published with past and current bylines delivered in a range of major national and international publications including; SCCA Magazine, On-Track Magazine, Automobile Magazine, The Austin Business Journal, The Highland Lakes Journal, The Auto Channel, RaceFax, NASCAR Columnist For Weber-Shandwick's Adrenalist, Tekinaan Maalma (Finland), F1 Maalma (Finland), Grass Roots Racing Magazine, AllRace Magazine and The Global Racing Network.