

Zane Carter

As a business mentor, Zane provides a wide range of experience from the various businesses he has worked with throughout his career, his own history as a business originator, and his expertise in marketing and business promotion. He has mentored several local business owners and originators over the past twelve years as a business mentor with SCORE.

Zane grew up working in his family's small businesses in Southwestern Virginia, then worked his way through college in Sarasota, Florida at an array of jobs with various firms while earning his degree in commercial design and illustration. After graduation, he relocated to Washington, DC, where he worked at a variety of design firms and ad agencies before launching his own marketing communications business in 1976.

His firm grew to more than 30 designers, writers, web and video developers, and won a number of national awards. His own work has included corporate marketing strategies, branding, advertising campaigns, museum and exhibition design, commercial illustration, and web and video productions. The firm served a wide spectrum of prominent clients including GE, Microsoft, IBM, AT&T, Verizon, Lockheed Martin and The Smithsonian Institutions.

Zane sold the firm in 2006 and moved with his wife, Nancy, to what had been their weekend getaway in Kent County. He currently serves on the boards of the Kent County Chamber of Commerce and Chestertown RiverArts. He also volunteers at a number of other local nonprofit organizations and the Kent County public school system.