



Barie Carmichael

Senior Counselor
APCO Worldwide
Batten Fellow, Darden Graduate Business School
University of Virginia

Barie Carmichael is the co-author of [Reset: Business and Society in the New Social Landscape](#). She is a Batten Fellow at the University of Virginia Darden Graduate School of Business and a senior counselor at the global communications consultancy APCO Worldwide.