

DR. CARRIE ANGELL

President & CEO | BBB Heart of Texas | Foundation for Better Business

BETTER BUSINESS BUREAU

ABOUT CARRIE

Dr. Carrie Angell serves as President and Chief Executive Officer of BBB Heart of Texas (BBB HOT), championing ethical business practices, innovation, and community impact. She also leads the Foundation for Better Business (FBB), supporting entrepreneurs and small businesses, and oversees Heart of Texas Business Services, a for-profit enterprise providing business tools. In 2026, the U.S. Small Business Administration selected FBB as Texas's Women's Business Center State Lead Center under its national Women's Business Center Modernization Initiative.

Carrie began her career as an investigative television news reporter before moving into corporate communications and executive leadership. Known for strategic planning, organizational transformation, and change management, she has expanded BBB HOT's reach and influence across Texas.

EDUCATION

In 2024, Carrie earned a Doctor of Education in Organizational Change and Leadership from the University of Southern California. Her doctoral research examined factors contributing to Texas's construction workforce shortage.

She holds a Master of Public Affairs from the University of Texas at Austin's LBJ School of Public Affairs (Executive Master's Leadership Program, 2020) and a Bachelor of Arts in Broadcast Journalism from Texas State University, which named her a Distinguished Alumna in 2019. She is a graduate of the FBI Citizens Academy and Disney Institute for Leadership.

LEADERSHIP & IMPACT

Recognized among the best CEOs by the Austin Business Journal and Austin Chamber of Commerce, Carrie has led six BBB acquisitions. Under her leadership, BBB HOT has become the third-largest BBB globally, serving more than 14,000 Accredited Businesses, with an annual budget exceeding $15 million and assets surpassing $14 million. In 2026, she received the Austin Business Journal's Women in Business Award.

BBB HOT has earned recognition as a Top Workplace by the Austin American-Statesman, one of the Top 50 Best Nonprofits to Work For by The NonProfit Times, and one of Texas Monthly's 100 Best Places to Work in Texas. Carrie also received the Austin Business Journal's Inspiring Leader Award.

During the COVID-19 pandemic, Carrie led BBB HOT's partnership with the City of Austin to administer more than $40 million in emergency relief grants for local businesses and nonprofits.

NATIONAL & INTERNATIONAL PRESENCE

Carrie has served as interim CEO for BBB offices in Tulsa and Fort Worth and as international BBB CEO during the organization's centennial year. She represented BBB in national media, participated in the New York Stock Exchange closing bell ceremony, and laid a wreath at the Tomb of the Unknown Soldier at Arlington National Cemetery. She received the BBB Meritorious Award, and an annual BBB award was established in her honor.

Former Governor Rick Perry honored Carrie with the Yellow Rose of Texas distinction for her public service.

TEACHING & COMMUNITY

Carrie serves as an adjunct professor in Texas State University's School of Journalism and Mass Communication, sharing her executive leadership experience with future communications professionals and business leaders.