

Jacqueline M. Baker

FULL PROFESSIONAL BIO

Jacqueline M. Baker is a leadership strategist, keynote speaker, author, modern etiquette expert, and the founder of [Scarlet](#). For 15 years, Scarlet has helped people become more intentional about how they lead, connect, and show up. Through [The Scarlet Institute](#), Jacqueline designs leadership development experiences that strengthen leadership identity, visibility, connection, and legacy, while Scarlet's modern etiquette work equips children, families, and professionals with practical skills for navigating important moments with confidence.

Known for making leadership development practical, personal, and actionable, Jacqueline helps emerging and established leaders recognize that leadership is not reserved for a particular title, personality, or position. Her work challenges people to take greater ownership of how they show up, build meaningful relationships, navigate opportunities, and leave a lasting impact within their organizations and communities.

Through keynote presentations, workshops, executive education, coaching, and modern etiquette instruction, Jacqueline has reached more than 100,000 participants. Her clients have included Nike, the Department of Defense, AARP, The Coca-Cola Company, and numerous corporations, associations, nonprofit organizations, and community institutions. Whether she is working with an executive leadership team, facilitating a professional development experience, or addressing a conference audience, Jacqueline creates spaces that balance thoughtful reflection with meaningful action.

Jacqueline is the author of two books, [The Unexpected Leader: Discovering the Leader Within You](#) and [Leader by Mistake: Becoming a Leader One Mistake at a Time](#). Both books reflect her belief that leadership is available to everyone and often begins before a person recognizes themselves as a leader. She is also the host of the [Just Start: Get Visible podcast](#), where she explores the importance of starting new things and how intentional action, visibility, and leadership can create new possibilities.

Before building Scarlet, Jacqueline held leadership and management roles with organizations including AT&T, Chrysler, Ford Motor Company, and AAA of Michigan. She later served as Vice President of Startup Programming at AARP Innovation Labs, where she led work focused on identifying promising startups and helping founders advance innovative ideas through collaboration, programming, and strategic support.

Jacqueline currently serves on the corporate board of Plastipak Packaging and is a member of its Compensation Committee. She holds a Bachelor of Arts in Public Relations and a Master of Education in Instructional Technology from Wayne State University. She is also a graduate of The Protocol School of Washington and holds a Six Sigma Green Belt certification in process improvement.

Born, raised, and educated in Detroit, Jacqueline brings the city's spirit of resourcefulness, resilience, and possibility into everything she does. Outside of her professional work, she enjoys traveling, mentoring leaders, watching James Bond movies, snowboarding, and creating memorable dinner parties. She believes gathering people around a table for meaningful conversation, connection, and a great meal is its own form of leadership.

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