

Palmetto Carriage Works (PCW)

Media Kit: Bios

Thomas J. Doyle, Jr.

President

President Thomas J. Doyle, Jr., has been responsible for managing all aspects of the carriage business since he became president in 1983. He started at Palmetto Carriage Works in 1977 as a driver and rose up through the ranks. Recently, Tom has turned over general management of PCW to his son Tommy, who serves as General Manager and son Ben, who serves as operations manager.

A founding member of the Carriage Operators of North America (CONA), Thomas previously served as a member of the Board of Directors for the Charleston Trident Chamber of Commerce (1998-1999) and as a member of the Board of Governors for the Charleston Area Convention and Visitors Bureau. From 2000-2002, he served as an extern instructor for Johnson & Wells. Thomas is also past president of the Skal Club of Charleston and past president of the Lowcountry Association of Tourism Executives.

Notably, Thomas is the inaugural recipient of the Elizabeth Jenkins Young Award presented by the Charleston Tour Association in 2006 for his outstanding contributions to the tourism industry, and he is also a recipient of the Martin Luther King, Jr., Picture Award.

Thomas, who holds a Bachelor of Arts in history from The Citadel, is a former honorary commander for the 437th Logistic Readiness Squadron of the United States Air Force. He is also a former president for the Christ Our King Home and School Association and former president of the Moreland Civic Club.

Thomas was born in Belleville, New Jersey. He spent part of his childhood in Holden, Massachusetts, before moving to Charleston in 1966 to attend The Citadel. Today, he resides in the Moreland neighborhood in Charleston and has four grown children, Thomas III, Benjamin, Anne Marie, and Mary Allis.

Thomas (“Tommy”) John Doyle, III

General Manager

As general manager, Tommy Doyle oversees a staff that exceeds 100 at times, manages a herd of more than 50 horses and mules, maintains a comprehensive animal welfare program, and runs a maintenance shop that supports 25 commercial carriages. He is also in charge of purchasing all

horses, mules, carriages, and other equipment for the company and is responsible for advertising, promotional, communications and financial decisions.

Tommy currently is a member of the Charleston County Accommodations Tax Advisory Board, the Carriage Operators of North America Board, the South Carolina Farm Bureau County Board, the South Carolina Farm Bureau Equine Advisory Committee, the American Horse Council Animal Welfare Committee, the Animals Welfare Council Board, and the Learn Horse Rescue Board of Directors. Tommy served as a contractor for the Wells Fargo Stagecoach Program from 2007-2009 and the South Carolina Horse Council Board of Directors from 2011-2015. Additionally, he is past president of the Carriage Operators of North America (2007-2011) and served as interim president of the South Carolina Horse Council in 2015.

While Tommy was born in Florence, S.C., he was raised in Mt. Pleasant, S.C. He took his first carriage ride on his fifth birthday. Today, he is committed to promoting responsible animal ownership and animal welfare and is passionate about helping the “Unwanted Horse.” He currently lives on his farm on Johns Island with his wife, Heidi, and their two sons, Thomas and George.

Benjamin W. Doyle

Operations Manager

In his role as operations manager, Benjamin W. Doyle oversees the day to day operations of Palmetto Carriage Works, including quality control, customer service, scheduling, and parking logistics. He manages company equipment and property and also addresses resident concerns regarding issues like carriage traffic and more and is dedicated to ensuring the animals’ well-being. Additionally, he is responsible for the hiring, training, and licensing of new tour guides.

A long-time employee of Palmetto Carriage Works, Benjamin previously managed a 58 horse show barn on Seabrook Island, S.C. He has experience both riding and driving horses and mules and has spent most of his life learning and perfecting his horse-care knowledge. Countless horses under his care have been named local and regional champion hunters and jumpers, including multiple Governor’s Cup winners. He is a member of the Board of Directors (District 5) for the South Carolina Horsemen’s Council and is also an administrator for Support Charleston Working Horses. In 2013, he was voted Manager of the Year at the Seabrook Island Club.

In part through Benjamin’s efforts as operations manager, Palmetto Carriage Works has been voted Best Tour Company by the Charleston City Paper multiple times. He also organized the first ‘Carriage Unity Day’ in 2014, which all of Charleston’s carriage companies participated in, and helps organize “Free Day” at Palmetto Carriage Works. Held on the last Sunday in January, “Free Day” gives anyone in the tri-county area a chance to ride on any Palmetto Carriage tour free of charge.

He is actively involved in Seacoast Church of West Ashley. A native of Charleston, Benjamin grew up in Mt. Pleasant and downtown Charleston. He attended Bishop England High School and graduated from Lowcountry Academy. He currently resides in the Shadowmoss area of West Ashley with his wife, Shana, their two sons, Benjamin and Edwin, and their daughter, Romy.

Shana S. Doyle

Director of Animal and Human Resources

As director of animal and human resources, Shana S. Doyle keeps track of all of the animals' records, including shots, COGGINS testing, serviceability, shoes, farm and work time calendars, temperature logs, and vet and dental visits. Additionally, she manages the accounting office from time to time and performs a number of other administrative tasks for the company.

Shana, who has been with Palmetto Carriage Company since 2004, previously worked for Original Charleston Walks, a walking tour company in downtown Charleston. She has also worked at the Charleston Crab House and Bulldog Tours.

She holds a Bachelor of Science degree in business administration and hospitality management from the College of Charleston and is a member of the Charleston Tourism Association (CTA), the Charleston Hoteliers Exchange Club (CHEC), and the Travel Council of the Charleston Convention and Visitor's Bureau.

She was born in Little Rock, Arkansas, to a Navy family who moved around quite a bit, though she spent the majority of her life between Northern California and South Carolina. She and her husband, Ben, live in Shadowmoss Plantation in West Ashley with their children, Benjamin, Romy, and Edwin.

Mary ("Mal") M. Edwards

Daily Operations Manager

As daily operations manager, Mary ("Mal") M. Edwards oversees roughly 30 employees, including barn hands, loaders, parking staff, ticket sellers, and tour guides. She also cares for more than 30 animals, managing animal schedules and ensuring that they are worked in accordance with their planned vacation time to maintain optimal health. Additionally, she carefully assigns each animal to a driver depending on experience, fosters a good environment for employees to work in, and offers quality customer service for the hundreds of visitors each year, expediting the loading and unloading of passengers in a safe and friendly environment, taking into account special requests and handicapped needs. Her role involves responsibility for the company's profitability as she makes decisions regarding how best to utilize staff and animals. She troubleshoots route issues that sometimes arise and communicates with the City of Charleston to maintain legal standings and safe routes for drivers.

Mal previously worked as a sales associate for Pedal and Paddle in Hanalei, Kauai Hawaii and prior to that for Princess Cruises, located in Copper River, Alaska. A graduate of Bishop England High School, she holds a Bachelor of Science in travel and tourism management and an Associate of Applied Science in travel and tourism management from Johnson & Wales University in Charleston, S.C., where she graduated Magna Cum Laude.

In 2003, she received the South Carolina Governor's Conference on Travel and Tourism Award. She also achieved ServSafe certification with Princess Cruises and a Certificate of Excellence in 2003 from Princess Cruises. In 2007, Mal was tasked with marketing the City of Charleston to the Carriage Operators of North America (CONA) Board of Directors, ultimately winning the vote to host the organization's annual convention in Charleston. With this vote, she was given the responsibility of planning, scheduling, and implementing the convention while staying within budget parameters set by CONA.

Mal grew up in Mt. Pleasant, S.C. and currently lives in the Sandhurst area of West Ashley with her husband, Brandon, and their son, Mason Edwards. She and her husband are expecting their second child.

Victoria H. Moore

Chief Administrative Officer

In her role as chief administrative officer, Victoria H. Moore is responsible for accounting and finance. She oversees cost and data analysis, reviews operational reports, and manages investor relations. She also supervises marketing efforts and brand management.

Prior to joining Palmetto Carriage Works, Victoria worked as an auditor for the Southeast region of Package Research Laboratories, headquartered in Rockaway, New Jersey, and prior to that as a personal banker with SunTrust Bank in Charleston, S.C.

Victoria, who holds a Bachelor of Arts in communications from the College of Charleston, is a member of the Charleston Tour Association, the Charleston Travel Council, and the Charleston Hoteliers Exchange Club. She is also involved with the Rotary Club of Charleston.

Born in Darlington, S.C., Victoria spent her childhood in Wilmington, N.C., before moving to Charleston in 2002. She and her husband, David, live on James Island with their daughter, Lilly.

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