



SIX HUNDRED & RISING

HARLEM CAPITAL PARTNERS

THE I PROMISE SCHOOL

AFRO PUNK.

B

blacklist100 2020

BLAVITY

Particles for Justice

Mathematicians Against Police Brutality

Everyday People

BLACK LIVES MATTER

JSN

MaC VENTURE CAPITAL

AFROTECH

MARCUS GAHAM PROJECT

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Curatorial Note

This e-book originated as a [post](#) on LinkedIn the week following the death of George Floyd.

The post included an 8-page [document](#) entitled an “Open Letter on Race.”

The letter was released as a 25-minute [video](#), also.

The central theme of the letter was a reflection on Dr. Martin Luther King’s critical question:
“Where do we go from here?”

Leading into the week of Juneteenth, the Open Letter on Race received over 30,000 views, shares, and engagements. Friends were inspired to draft essays sharing their stories; and this book represents their collective energy.

In the arc of history, we stand hopeful that we have now reached a long-awaited inflection point; this book is a demonstration that the People are ready to lead change.

This e-book features 100 Black culture-makers & thought-leaders whose message is made for this moment.

The theme of this book is “A Call for Change.”

This interactive book will never be printed, and has embedded hyperlinks so you can take action now.

The list of change agents is split into five categories:

- **Cause & Community**
- **Industry & Services**
- **Marketing, Communication & Design**
- **Media, Arts & Entertainment**
- **STEM & Healthcare**

Curatorial Note

There are millions of Black Americans. This book features only 100 — experts, activists, scientists, artists, educators, industry leaders, Olympians, and beyond.

As a cohort, these change agents are answering 10 calls-to-action:

1. **Leveling the playing field** (4)
2. **Uplifting & rallying action** (2)
3. **Guarding Black culture & history** (9)
4. **Protecting justice & freedom** (7)
5. **Creating new paths to prosperity** (9)
6. **Turning community into commerce** (17)
7. **Leading a wellness movement** (5)
8. **Paving a way for others** (10)
9. **Setting new trends** (17)
10. **Owning the narrative** (20)

The inaugural list includes:

- Teenage entrepreneur **Mikaila Ulmer** (whose product earned a \$10M deal with Whole Foods);
- STEM legend **Marian Croak** (who holds over 200 patents powering technology you use every day);
- Viral Immunologist **Dr. Kizzmekia “Kizzy” Corbett** (lead researcher for the U.S. government responsible for developing a COVID-19 vaccine);
- **Gamer Delane Parnell** (whose company playVS e-sports league raised nearly \$100 million in 15 months); and
- Marketing genius **Omar Johnson** (whose full-page NY Times ad delivered a wake-up call entitled Dear white Corporate America), to name a few.

Individuals are recognized, and sometimes a team, such as I Promise Academy, Afropunk, Harlem Capital, Afrotech, Particles for Justice, and 600&Rising, to name a few.

Curatorial Note

This inaugural list contains 49 females, 36 males, and 15 teams, all hailing from the African Diaspora including, but not limited to: the United States, Haiti, Ethiopia, Nigeria, Zimbabwe, and the West Indies, to name a few.

The featured artwork underpinning this book is from the 2020 Juneteenth Image Capsule of five works by Harlem-based painter & visual artist Elizabeth Colomba, who is French-born & raised and of Martinique-descent.

Go beyond celebrating these individuals. Celebration is not enough.

Starting today, share their profile & immediately contact them to hire them:

- to advise you, your team or organization through a virtual talk/event,
- to keynote programming for conferences,
- to serve in your influencer relations efforts,
- to fill your candidate pipelines,
- to serve as career/personal coaches,
- to collaborate in creative campaigns (from the beginning),
- to discuss trends and lessons,
- to train & teach others a new skill, and most importantly,
- to catalyze your commitments to change.

Whatever your business need, these 100 experts represent a starting point for action. Use this guide regularly as go-to-resource, join the online blacklist100 community, and keep telling others about Black talent on your radar.

Knowledge is power. Pledge to action action. #imallin

Welcome to the 2020 **#blacklist100**

#LetsGetToWork

Curator,

*kai d wright

**KNOWLEDGE
IS POWER.**

TAKE ACTION. WHO ARE YOU RECOMMENDING?

- to advise you, your team or organization through a virtual talk/event
- to keynote programming for conferences
- to serve in your influencer relations efforts
- to fill your candidate pipelines
- to serve as career/personal coaches
- to collaborate in creative campaigns (from the beginning)
- to discuss trends and lessons
- to train & teach others a new skill
- to catalyze your commitments to change

#imallin

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An Open Letter on Race



Hi, I'm Kai D. Wright — a lecturer at Columbia University, a media executive, and an author.

Over the past week, I've had many conversations about race. For me, that's nothing new. For many others, it was difficult, embarrassing, enlightening, humbling, and painful. For all parties, these conversations have been a deep reflection that in these two Americas many "leaders" have woken up to confront the fact that they've either been woefully ignorant or asleep at the wheel. Now that all of our journeys have converged, many leaders (and people) want to know what to do. I applaud those moved to action — welcome to the fight of the survival of Black Americans and the fight for the soul of American culture. We're exhausted, so we're happy to have new & growing allies.

As Nina Simone said, "to be young, gifted, and Black, oh what a lovely precious dream." And I've been afforded the time and space to dream BIG. And when no one willingly gave me that time & space: I learned to advocate for myself, tapped into my invaluable community, got thick, conjured my inner #Blackboyjoy, and turned a "no" into "wow, he did that." Many Black people aren't as lucky to have that time & space or can take the calculated career risks I've undertaken in pursuit of my dreams, so I understand my obligation to speak up and lead action. I am simply lucky; there are millions of Black people that will never be given the opportunities that I had, yet could do what I do with opportunity. And that creates a heavy burden of duty.

Across my many jobs of teaching at an Ivy League school, serving as an executive in media, and continually speaking & writing as an author, I've encountered racism at every turn and micro-aggressions every day. Shocker. With most Black people learning what racism is from childhood, I feel like an expert in spotting when it's both active and passive & small and large (and have a trove of stories). This piece, though, isn't about any of those

An Open Letter on Race, cont'd

personal battle scars or shrapnel wounds. Rather, this piece is about what I am doing with those troubling inhumane experiences and how they've shaped my point of view on Dr. Martin Luther King's critical question: "Where do we go from here?" I've persevered, sometimes had breakdowns, but was always uplifted by a Black community that knew I was their dream... someone who is a role model, advances strong values, pulls others up, claps back, and eloquently captivates an audience to action.

Despite my relative success, I'm faced with a personal and professional reckoning, one that many Black Americans find themselves in at this critical inflection point: Did we do enough? What move to make next? What role to play as a change agent? Which problem to solve first? What is & isn't acceptable any longer?

My reckoning had three take-aways: I have done a lot, but can do better & more, and must. Specifically, this week taught me three things about my mindset and unintended enabling behavior:

1. I shouldn't have simplified Black history to make it "easy" to digest for allies,
2. I shouldn't have let leaders and/or organizations go unchallenged, and
3. I shouldn't have accepted being overlooked or under-invested in as Black talent.

Let me explain more how each of those three things has had unintended consequences and how I will be operating differently moving forward, to evolve as a diversity champion in the classroom and boardroom. And humbly, I'd like to offer some advice to my fellow Black Americans and White allies.

1. Educating others about Black history 101:

Whether the "general population" in America admits it or not: your history is Black history because Black history is American history. So, I'm no longer keeping or giving a ready-made "reading list" full of documentaries, movies, books, podcasts, plays, or poems ... about Black history & culture.

Why should I do your homework?

An Open Letter on Race, cont'd

Black folks — please stop summarizing our history (American history) into CliffNotes and bite-size chunks to make it “easy” to understand for the general population — your boss, neighbor, friend, colleague, doctor, mailman, and beyond. Allies are more harmed when you remove the ugly side of history or skip details; summarizing isn’t helping anyone nor motivating any action. I learned American history, British history, European history, and world history, all before leaving K-12; I have every expectation that people around me will take time to learn about the ugly parts of American history that textbooks now call “migration” rather than slavery.

If you want to be an ally, don’t burden your Black colleagues, friends, and peers with the work you need to do. We don’t “enjoy” educating you on race. As an ally, recognize that even when you “innocently” intend to foster conversation, the subject matter can re-traumatize and re-victimize Black people because the history of Black Americans is violent, raw, and disgusting, but it is your history, too. A history created by the now general population, who conveniently now want to forget about it so they can abdicate needing to correct it. My freedom (to dream) is bought and paid for with the blood, sweat, and tears of my ancestors; I will never forget my history and you (allies) aren’t off the hook either. Stop denying it by ignoring it; when you ignore it Black Americans suffer longer.

We learned everyone else’s history in an often biased school curriculum and then had to go home to study our own. We put in the work. I already put in the work. We don’t need to be anybody’s coach, sensei, or teacher on race. We did it—you can do it. And well past slavery, many Black people couldn’t even read but still learned their history and passed it on. I’m proud to be an educator knowing that my own family members, based on personal research of looking at Census reports from the 1800s and early 1900s, couldn’t even read or write. But still, I’m not doing your homework any longer.

So, start with one documentary or book, and then discuss it with someone Black. That’s an action you can start today. We will respect you far more when you have an informed point of view based on the time you spent learning than if you half-heartedly ask for a resource that you never prove to us you ever took time to watch or read. We have to stop spoonfeeding allies, and allies have to stop expecting to be spoonfed about race.

As an educator, I am reminded by the words of Aristotle, “Those that know, do. Those that understand, teach...” I’d like to see more non-Black people who know enough they can teach

An Open Letter on Race, cont'd

other people. Take that heavy burden off us. Call out the hate, jokes, and offensive language happening in your inner circles on a daily basis. Seek understanding and I will respect you for life; ask me for a movie or book recommendation and my response will be a “hard pass.”

As an ally, your goal should be to move from knowledge gathering to understanding. And when you understand enough to explain things to someone else, then you've read and watched enough.

2. Giving a seat at the table for representation:

As a country, we have gotten very comfortable with “diversity & inclusion.” We are comfortable with making changes to be inclusive of “non-controversial” groups like veterans and parents. Companies then moved to LGBTQ. Happy Pride Month. And a brave few have advanced to gender. However, we haven't yet become comfortable enough to fully address the defining diversity principle of America since 1619—Black versus White—race. Under the law, gender and race have the same equal protection, yet companies actively prioritize gender and other non-Black groups with Diversity & Inclusion efforts. Diversity & Inclusion leaders, please stop making us (Black employees) feel second class like we already do in America. *When will you bet on black?*

In 2018, Bloomberg, the international finance and media company that has nearly 20,000 employees, implemented a policy change for diversity and inclusion in their newsroom: journalists could only participate in conferences that have on-stage representation of women (i.e., at least one per panel). *But why not include Black people or people of color if you're bold enough to rally for one group at a time?* Seeing policies like these that choose one group over long-waiting Blacks, rings clear that it is fully within a company's power to enforce diversity standards, as in the case of Bloomberg, yet companies actively decide NOT to champion efforts for Black employees externally and internally.

Companies committing to new policies represent one part of the solution—let's go back to the conferences and events policy and why such a thing is so watershed. From experience, most big “deals” and recruiting for top jobs happen during conferences and events. Conferences are backdrops for vital exposure needed for career advancement and become places that set the

An Open Letter on Race, cont'd

tone for how industries will operate in the future. Often, conference organizers aren't held accountable for programming panels and keynotes full of White-dominated or only speakers, as if they're the only ones who can possibly shape thought-leadership & business. And, agencies & companies are not held accountable by enabling those conferences & events because they continue to participate rather than demanding change that benefits everyone. And sometimes the companies are guilty themselves of not even allowing Black employees to go to their own controlled conferences & events, which all harms the long term ability of Black talent to gain the exposure and credibility needed to rise up in an organization. I need my own company—WPP—to do better, to advocate, and to externally prop-up Black voices. And Ogilvy can step its game up, too. My message to them is the same message I have to every leader of a Fortune 500 company: force change or sit-it-out on principle. You decide when enough is enough. Inaction and silence is an agreement with these broken policies and empty promises of inclusion, which we know, ultimately harms my community economically, in the long-term.

To my fellow Black executives and those coming after us, the road is long & winding and full of Dead End signs. As someone who teaches at an Ivy League school, serves as one of the most senior, client-facing Black executives in the US at the world's most known agency, an author with a major publisher, and someone that has done a dozen speaking engagements from SXSW (i.e., largest brand & marketing session among 120 sessions with over 1,200 attendees) to industry events for the Association of National Advertisers (ANA), American Marketing Association (AMA), and PR Society of America, I still am often the only person of color speaking/attending major industry events. It's lonely. Or worse yet, I still face a mountain of rejection from event organizers that say my accomplishments are not enough. If all of my degrees, professional experience, a decade of teaching experience, accolades, and thought-leadership through writing an award-winning business book isn't enough to warrant speaking to audiences then there's a flaw in conferences and events from Cannes to CES that say they want diversity but continually fail to deliver. And to everyone who attends, speaks, and approves expenses for conferences and events, you can do more to champion diverse voices as a policy in your company.

To get to my point, I'm starting a pledge for more conferences and events to be held accountable for their glaring lack of people of color in programming; we must amplify the voices of individuals and not settle for an unsubstantiated and empty diversity statement and

An Open Letter on Race, cont'd

then zero or a token inclusion. In the age of LinkedIn, it's impossible to believably say you couldn't find someone Black. B.S.

If you run an agency, company, or organization, then this is your fight—be our ally and get us on-stage virtually or physically so we can get the credit we deserve for steering culture and opportunities to provide different points of view that represent communities you and your clients profit from. Try harder. Change happens when the voices controlling the narrative shifts. Uplift and advance someone else.

3. Finding, nurturing, and advancing Black talent:

Companies recognize that there is systemic racism, yet obfuscate and skirt around amending their recruitment, development, and retention strategies. We see time-and-time again that White male (ineffective) leaders often get golden parachutes while Black employees while Black executives & employees remaining behind are overlooked, held back, underpaid, and eventually pushed out. In the age of #MeToo, the NY Times tracked 201 White men pushed out of their jobs, and the majority were replaced by other White people, over 50% were White women. In terms of getting Black employees over the finish line of senior management, we have to critically ask ourselves not the why that prevents it (because we know the why is systemic racism and individual biases) but the how to overcome it (what about company culture creates this void of Black executives).

Sometimes Black people don't last or aren't hired under the moniker of "lack of a culture fit." *Whose culture? American culture? Human culture?* No, White culture. To say someone is not a culture fit is to "other" and "ostracize" them. It means you can't bother to account for another human's experience that doesn't fit the current homogeneous thinking of an organization. Black people have a uniquely blended culture of our own, and we are assets to companies that require empathy to sell products or services to diverse communities. I'm tired of White creative directors acting like they "know" multicultural communities—respectfully, stay in your lane and empower Black people to speak for themselves and their community. Your demographic data dump and one-sheet persona snapshot doesn't begin to capture my nuances and rich tapestry. To be blunt: we Black Americans will never assimilate to your "mainstream" "gen pop" (White) culture; stop waiting, punishing, and barring us from owning our own culture within corporate America. We want this high-stakes stand-off for assimilation to end.

An Open Letter on Race, cont'd

Inherently, I work in audience-driven fields — communications, marketing, and advertising. All industries built on human behavior and empathy. Companies mirror the values of their leaders; so, if your company doesn't have senior Black executives and board members, then the "culture" of your company is one of complacency and denial. Period. There are hundreds of highly qualified, Black thought-leaders and business executives fully capable of and already leading teams, clients, and organizations. We are not hiding in plain sight you are actively overlooking us.

Moving forward, I am challenging companies to invest more in the Black community, starting with their Black employee development, now that they have eyes wide open that the struggle is real, and those Black employees that show up every day shouldn't be taken for granted. If your company can have a million programs for women, then you can have one well-funded, management training program for Black people. We need systemic change to how, why, and when specific groups are prioritized. But most importantly, just start the programs and iterate rather than miring them in red tape; we need them now more than ever.

And to those employees who ask why Black Americans should be addressed first, it's because we've been waiting over 400 years for acknowledgment & recompense.

The only way to cure racism and heal the divide of two Americas is to right the initial injustice in the Black community of under-investment and under-commitment in resources that will continue to shackle America from full prosperity. **As an organization or leader, show that you value your Black employees through action that benefits them tangibly. Commit to action by a near date. Your chief diversity officers and our White allies have hundreds of ideas; most organizations are already late, we ask that you also not be slow.** Save your corporate #Blacklivesmatter social post or lengthy diversity statement; we'd rather see you proudly post a picture of your executive team and board of directors for the Internet to react...and we will then quickly see that we can do better Corporate America.

(Sigh)

Overall, as a Black educator, businessperson, and leader, I need to do better. It is my duty and I owe that to my community. My privilege of being able to move freely between the classroom

An Open Letter on Race, cont'd

and boardroom means I have no choice but to speak and act & continue teaching the next generation of leaders what #blackexcellence looks like personified and the value that Black people have in the world. And in doing so, I can only hope that I so eloquently articulated what so many Black people around you have likely been trying to say for years... since Trayvon Martin, since Sandra Bland, since Ahmaud Arbery, since Breonna Taylor, since Botham James, since Eric Garner, since George Floyd. Learn their names—they're now part of American history. Black history. Your history.

We all need to do better. And that starts with accountability. I want everyone in my community to hold me accountable for my pledged actions because I'll be holding others accountable.

Sorry, but not sorry, this isn't a message of hope; it's a message to stay woke.

Because education, representation, and talent development are all critical components to building a healthy work environment & community for all, we cannot allow leaders to stay asleep at the wheel any longer.

If my point of view made you uncomfortable, then good, that means it's resonating. Your discomfort means you're thinking critically and already mentally challenging your own status quo biases. Know you're not alone in feeling that discomfort. Turn that discomfort into empowerment through meaningful action—**learn about Black history (at whatever pace you want), have deep & meaningful conversations about what you learned with others, put someone else on that stage for attention, and develop Black talent.**

Whatever action you decide to take first, start today. Welcome to the fight.

#imallin

#LetsGetToWork

*kai

P.s. Watch and share the full video version on YouTube: <https://youtu.be/S9DE8uBAAhk>

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2020

Short Essay

Celebrating Blackness on Juneteenth: a reflection on how to move “the culture” forward

Kai D. Wright

Friday, June 19, 2020

Outside, it was a typical LA day — sunny and 70s. Inside, raucous. The kind that a family creates on game night. The kind that drifts throughout the house after an interception. The kind that happens on a clear, summer night at a BBQ. We all loved music and lived life on loud — every meeting was a passionate debate and a lesson to learn. An environment that Forbes described as, “a cross between grad school and some sort of pop-culture NASA.”

Sitting at a long table were 30 employees, a testament to a vision of #blackexcellence as we embarked on the journey of launching an independent, Black-owned media company, Revolt. In true fashion, cameras rolled non-stop for a show yet to be released called “Making the Brand,” the story of how culture-makers gave a platform to artists. At the other end of the long table sat Chairman Combs, and next to him Andre Harrell. All chatter quieted abruptly as the debate quickly turned to a stalemate. “Kai, what’s your opinion? People seem to like you,” Chairman Combs said. As the head of communications, it was expected that I’d have something meaningful to say...

My response was okay. Nothing memorable. Nothing earth-shattering. But the lesson I got from Andre Harrell afterward set me on an eventual new course. Pulling me to the side as everyone shuffled out at the end of the meeting, Andre said “always be ready to express your point of view, even if it isn’t popular. You’ll be more respected for having one to give, than being politically correct.” And that advice has taught me to value what I had to say as a Black person often discounted in mostly White spaces. It was the first time I met Andre; he didn’t care about who you were, what title you had, or how long you were in his life... he was generous with his advice and believed knowledge should be shared. He was a great teacher.

If it wasn’t for Mary J. Blige being “ghetto fabulous,” a phrase coined by Andre, then there wouldn’t be a “classy, bougie, ratchet” Megan thee Stallion. Andre’s thumbprint on Black culture is extensive and continues to reverberate today. He understood that culture comes from communities — and the unified struggle among Black Americans deserved a platform to be shared, recognized, and celebrated.

Short Essay, cont'd

In this social age, Black culture consistently breaks the internet and is the predominant export of American culture abroad — music, sports, entertainment, fashion, food, and beyond. Consider the past year, Black culture drove some of the biggest moments in American culture from the Renegade dance sweeping TikTok to #verzuz & #clubquarantine on Instagram Live garnering millions of streams to all things Black Twitter such as the chicken sandwich wars. Andre believed in the power of community, and social media has become a town square for culture-moving storytelling... one image, tweet, and post at a time.

It started off as a foggy day, but by Noon, we could see clear across the city to the Pacific Ocean from West Hollywood. Atop the Soho House, no one knew that what we anticipated as a normal Grammy luncheon for industry executives and influencers would turn into a gentle nudge into the future. A nudge that almost divided the company.

Music conferences hadn't been popular for over a decade. But, music festivals were surging. Experiential was starting to boom. And the travel industry was red hot. "We need to do a music conference," Andre said to the full room, sitting alongside a panel of 10 network executives. We were barely three months old as a network, yet Andre's vision pushed the whole network out the nest; ultimately becoming the first time someone in my career taught me how to fly.

There was a moment of silence. Andre was known for being an epic storyteller so everyone awaited more explanation of the drifting thought. But that was it, just a drifting thought at the moment, or maybe a prophecy. After the panel wrapped, I found my voice, and immediately told Andre, "I'll help you with the conference." When a living legend throws an idea out — you better catch it!

Long story short, we worked tirelessly together to envision and create the blueprint for the Revolt Music Conference. A blueprint that has stood the test of time as the event evolved into the Revolt Music Summit by year five. In under three months from greenlight to "go-time" with VIP arrivals, it was intense, non-stop, and the most rewarding period of my career. While working with Andre day-in-day-out taught me a lot — how to be a boss without being bossy, how to lead through motivation & positivity, and how to hustle in-the-moment — it was how Andre used his voice that taught me the most.

Short Essay, cont'd

As Chairman Combs, Andre Harrell, and Jimmy Iovine closed the 1,000-person gala after a Nayo performance, Andre gave the last set of thank-yous. Pausing the joyous ceremony, he looked about from the stage across the room, and spotted & thanked his (incredible) assistant, a producer, and me. Andre taught me perseverance, humility, and the need to pause to celebrate life. From that experience, he gave me the nickname “Captain Kai.” I’ll cherish that forever. He shared his stage; and that has taught me to share mine.

Over the years, Andre and I had talked and met several times. His impact on my career has been an invaluable driving force in what I’ve accomplished since creating a moment in culture together:

- started volunteering with black youth at Harlem Children’s Zone;
- created a program to bring youth into companies for job shadowing — Revolt, Spotify, Samsung, Ogilvy, and Complex Media, to name a few participants;
- taught at Columbia University to raise my voice and represent “the culture” in an industry that’s less than 5% black because I am honored to have several HBCU students in my classes to build a pipeline through education of underrepresented groups;
- wrote a book on brand building that is based on amplifying the culture of communities; and
- persevered in a media industry that rarely values diverse representation in management.

Andre Harrell’s impact on the lives of executives and music artists, specifically, ripples throughout industries. He was an uniter, a champion of Black thought, and a catalyst for culture. He’ll forever be remembered; and thus, let’s make new traditions to honor him.

One of the pleasures of working in communication is accompanying executives & talent to interviews — and I enjoyed doing that with Andre. But there’s one interview that stands out most that he did with Lee Hawkins at [WSJ](#). During one part, Andre leaves us all a blueprint to the future of our culture: pay attention to “...people who are culturally significant in our universe at that time.”

And today, what a moment in time. We stand at an inflection point of change, where any voice can topple the balance of power, and community means more now than ever. It is a time of new customs & habits, and a time when new leaders will be made. But most importantly, it is a time that we need to celebrate our culture most, and clear a path for an awaiting generation of people with “culturally significant” work.

Short Essay, cont'd

Starting this Juneteenth — as companies across the nation close, millions of Americans take a moment to reflect, and billions around the world look-on — I am asking individuals to join me in honoring Andre Harell and his inspirational message for the Black community, entertainers, celebrities, and allies, by sharing positive, uplifting images of Black history & culture.

Starting this year, each year, Juneteenth will become a celebration of Blackness. There are two personal commitments that I will make in honor of preserving and propelling forward Black culture:

1. choosing one visual artist a year whose work should be magnified to spark thought & conversation and
2. releasing a digital book, “The Blacklist,” that contains 100 Black culture-makers & thought-leaders.

1. Annual Visual Artist Spotlight

In light of recent events that have created a global discourse on race, sparked dialogue among allies, and driven millions to action through protests in the streets & boardrooms, the theme for 2020 inaugural Juneteenth Image Capsule is “Have you ever considered, there’s another side of history?”

The 2020 visual artist to be featured is Elizabeth Colomba, a Harlem-based painter. Her five selected works are intended to create a moment of recognition, education, and celebration for the accomplishments of hidden figures and stories. On Juneteenth, we hope individuals will reflect on the power of the imagery depicted in the Old Masters’ style paintings that depict two universal themes depicted through Blackness — leisure (i.e., attainment of success & security) and prominence (i.e., first-of-their-kind achievements).

Most recently, Ms. Colomba’s work has been featured in Vogue, The Cut, and the Met Opera Shorts; museums and collections with her work include the Studio Museum, JP Morgan, Princeton University, and PAFA (Pennsylvania Academy for the Art). Ms. Colomba has shown work at Swizz Beatz’ No Commission show at Art Basel, also.

For allies, I ask that you re-share the capsule of images, using #CelebrateBlack to reaffirm commitment to defending equality for & changing the imagery depicting the Black community.

Short Essay, cont'd

For Black Americans, I ask that you share positive images from the image capsule and/or other creators to foster a new image of Blackness in America through positive imagery, using #CelebrateBlack to symbolize your commitment to working with allies for a better future.

For news media, we ask that there be more reflections on historical & current accomplishments of Black individuals added to media, and increased consciousness of the images and stories projected about the Black community.

2. Inaugural “Blacklist”

It is time to recognize and amplify emerging voices within the Black community — voices across industries that represent forward-thinking, culture-making thought-leadership.

Each year, paired with Juneteenth, a digital book of 100 Black thought-leaders will be released. These individuals should be invited to virtual & physical stages to share their research, work, and point of view that has influenced and will continue to impact culture.

In this inaugural year, the Blacklist will be released to news media outlets, conference organizers, and event producers prior to July 4th weekend.

While the categories and honorees are being finalized, individuals will be recognized in five areas:

1. **Media, Arts, & Entertainment**
2. **Marketing, Communication, & Design**
3. **Retail, Culinary, Manufacturing, & Real Estate**
4. **STEM & Healthcare**
5. **Cause & Community**

The list will be compiled based on invite-only recommendations from senior Black professionals, tastemakers, and thought-leaders plugged into who has a message made for this moment.

Thank you, Andre Harrell, for imparting the reminder to uplift and celebrate Blackness — rest in power. 🦊

*kai d. wright

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2020

Artist Statement

Elizabeth Colomba



Being of Martinique descent but born and raised in France has shaped and influenced my perception of myself and identity. This dual background has pushed me to explore the totality of social experience and fuse my two worlds (French and Caribbean) in my work. While acknowledging the past, I wish to reshape the narratives and bend an association of ideas so that a black individual in a period setting is no longer synonymous with subservience and, by extension, does not instill fear or mistrust. The subject becomes the center of her own story and hastens it forward.

Creating pieces that reference Old Masters' techniques while incorporating Western themes implies a pre-contemporary creation, an egalitarian existence in a story from which the black body is almost always absent. When a work of art depicts a figure (mythical, biblical, allegorical) the narrative is identified with the help of pictorial codes. Eros would be recognized by his arrows, Psyche is associated with the butterfly, and so forth. Thus, skin color no longer dictates the story of the protagonist but transcends it. The viewer no longer ponders status but rather representation, iconography.

Reclaiming history and anchoring the spirit of the African diaspora by redefining its place is a difficult and ambitious task that requires patience and visual re-appropriation. It could be attained by resetting one's mind and establishing a different visual landscape devoid of servile narrative. By generating an environment for my subjects to inhabit a space that honors their presence and place in and through culture and time allows me to redefine not only how black people have been conditioned to exist, but also how black people have been conditioned to reflect upon themselves.

Elizabeth Colomba has a studio in Manhattan and lives in Harlem.

Artist Statement

2020 Juneteenth Image Capsule

The Denial of Saint Peter



The Denial of St. Peter, a symbol of a woman defying fate and regaining her power of a set narrative.

Represented by: Cause & Community

Biddy Mason



Biddy Mason, a former slave that sued for her freedom during the California goldrush, became one of the first real estate moguls owning the equivalent of present-day downtown Los Angeles.

Represented by: Industry & Services

Daphne



Daphne, a different spin on a Greek myth, where the artist revisits the conventional beauty canon.

Represented by: Marketing, Communication & Design

Sempre Libera



Matilda Sisseretta Joyner Jones, an American Soprano, became the first Black person to sing at the Music Hall in New York and is recognized as the “most well known and highly paid” African American performer of her time (1895).

Represented by: Media, Arts & Entertainment

Four elements, five senses



Four elements & five senses is an allegory of the elements (fire, water, air, and earth) and senses (sight, hear, smell, touch, and taste).

Represented by: STEM & Healthcare

blacklist100
2020

Short Essay

Who sets the standards of equality?

E'lana Jordan

“Who sets the standards of equality? We often work with the assumption that equality already exists.” — Angela Davis



Three years ago, I heard Prof Davis speak these words at the Oakland Book Festival, which hosted a conversation between her and Judith Butler on inequality and accessibility. In a painfully ironic moment, a Deaf individual stormed the event, and called out the organizers for not being inclusive and accessible to Deaf people due to the organizer's failure to secure a certified ASL interpreter. After the commotion, Davis went on to talk about democracy, police brutality, the prison system, and reform. Eventually, she posed another question to the audience, *“Why do we assume the old structures are going to be the ones that lead us to a new world?”*

Sitting on the floor of an overcrowded balcony, I stopped trying to peer around the large column that blocked my view and just sat in stillness, mentally soaking up her words, searching inside to find answers to her questions.

Two weeks prior, my cousin was murdered by police near Sacramento — the capital of the great liberal state of California. 5am: the phone rang. The voice on the other end, “Something happened to Mikey.” After the brief call, I laid reflective in my bed for a while. In darkness; in shock. Eventually mustering the will to rise, I told my cousin, who I was living with at the time. We looked at each other and cried.

On May 8, 2017, a community lost their baseball coach. A mother lost her only son. An infant son lost a father he would never know.

When the Ferguson protests were erupting, I was conducting fieldwork in Colombia. From afar, I watched as my beloved country of America fell apart and burned. I felt helpless. Angry. Enraged. Sad. All at the same time. When I read headline-after-headline of Black men dying by the hands of police, I never imagined that one day I'd read a name I knew. That they'd try to paint him as a criminal instead of an individual who needed mental help that day. That they'd say in the police report that 28 shots were a "justified" & "reasonable" response to an unarmed man. Never would I have imagined. And for many, thank god you haven't had to...

Short Essay, cont'd

Barely a week after my cousin's death, dozens of cop cars were outside my building. A helicopter hummed above my head. I saw a searchlight and tried to follow it, which led me to a building directly across the street. Several police stepped out of their vehicles and lined up behind their cars. Most of them with rifles pointed toward the spotlight. One officer came into my building asking the units above me — I live on the bottom floor — if they could use their balconies. He wanted to know if they had a clear vantage point. Inaudible requests were coming through the megaphone. The standoff lasted for about an hour. At that point I see a young, frail-looking woman being carried away on a stretcher.

I was a wreck. I couldn't stop crying and shaking. To this day, I don't know what caused so much escalation. I don't know why she left in a stretcher. Nonetheless, it was all unsettling and again too close to home.

Black people have had enough. We've had enough of the violence. Enough of the fear. Enough of the repeated trauma again, and again, and again. Enough of the gaslighting. Enough of the diminishing of our voices. Enough crying. Enough worrying. Enough is enough.

Let's get one thing straight: when America's forefathers wrote The Constitution in hopes of a "more perfect union," they had slaves.

Consider: when they signed their names on this foundational document, slaves counted as three-fifths of a person. They failed to see the humanity of my ancestors and never intended to. And it has showed: in their horrific treatment; in the structure of the institutions they created (e.g., law, housing, education, employment); and in their inability to tell the slaves they were even free after emancipation. These structures still exist today.

So to be clear, the "system" is not broken. It is working as intended. White supremacy and White privilege are calculated processes that ensure a small group of privileged individuals hold the majority of power and influence. We see the results of that stronghold on power, born out of a "free" society with slaves, as evidently as looking at mostly White companies, boards, and leadership teams.

We don't need to **reform** our systems, we need to **radically transform** them. Build anew. Black people don't want to bandaid on a broken system.

Short Essay, cont'd

What I loved about Prof Davis, during her talk, was that she made abolition accessible. Plain and simple. She explained how abolition gives us a modern framework to think radically different. It allows us to imagine a world we have yet to create. Abolition may sound scary to many. But if it weren't for abolitionists, slaves would not have been freed. Abolitionists worked tirelessly, putting their lives on the line so Black folks could be free. I owe abolitionists everything that I am and everything that I have yet to become.

When COVID-19 hit, it exposed all the weaknesses in our political, health, economic, and social institutions. People began to see these holes in a way they hadn't before. Stuck at home in lockdowns with business at a crawl, the world was forced to stop and listen. We had to shift into a new way of being. We began to deeply question our priorities as a nation, as institutions, and even as individuals, in a way we really hadn't had to before. Some say COVID-19 created an aperture moment to reset. Radically transform. Build anew. Who shall be the ones to rebuild our society in this moment? Those who have courage; the courage of abolitionist thinkers who refused to accept the status quo; who moved society forward.

In this significant historical moment, as folks scramble to update their summer reading lists, as companies release various statements & commitments to racial equity, as we learn how to navigate tough conversations, we have a real opportunity to radically change what our future world would look like.

Recently, I started reading a lesser-known collection of essays by James Baldwin (Nobody Knows My Name). At the end of his essay, "In Search of a Majority," he leaves the reader with the same words I'll now leave with you: "The world is before you and you need not take it or leave it as it was when you came in." As I think back on Prof Davis' words, "Who sets the standards for equality?" I now am ready to answer: We, the People, all the People. And that includes Black Americans.

— E'lana Jordan

Cause & Community



The Denial of Saint Peter (Elizabeth Colomba)

The Denial of St. Peter, a symbol of a woman defying fate and regaining her power of a set narrative.

This category represents the diversity of **peace & protest** — the healing nature of sharing stories, owning narrative, and finding community. But also, this category embodies the kindred spirit that unites people to rebel against broken processes, systems, or behaviors. These culture-makers have found a yin-yang in peace & protest, and are helping others navigate along their journeys.



CAUSE & COMMUNITY



Chris Bennett
Leveling the playing field



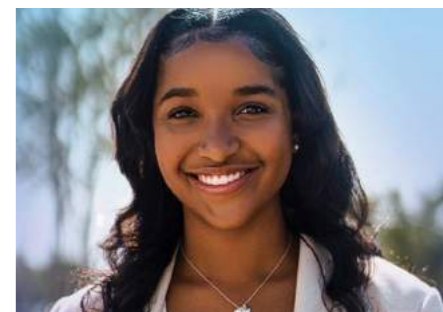
Lonnie Bunch
Guarding Black culture & history



Karen Civil
Turning community into commerce



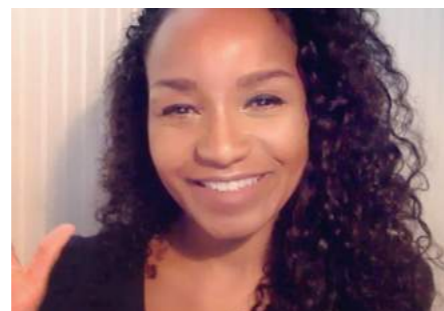
Imani Ellis
Turning community into commerce



Danielle Geathers
Setting new trends



Boye Fajinmi
Turning community into commerce



Renee Richardson-Gosline, PhD
Setting new trends



Chris Gray
Paving a way for others



Nicholas Johnson
Setting new trends



Kimberly Jones
Owning the narrative



Kai Lawson
Owning the narrative



Nadia Lopez
Paving a way for others



Ashlee Marie Preston
Owning the narrative



Rashad Robinson
Uplifting & rallying action



Darren Walker
Setting new trends



(Team) Afropunk
Turning community into commerce



(Team) Black Lives Matter
Uplifting & rallying action



(Team) Everyday People
Turning community into commerce



(Team) Allyson Felix & Alysia Montaño
Leveling the playing field



(Team) I Promise Academy
Paving a way for others

**KNOWLEDGE
IS POWER.**

TAKE ACTION. WHO ARE YOU RECOMMENDING?

- to advise you, your team or organization through a virtual talk/event
- to keynote programming for conferences
- to serve in your influencer relations efforts
- to fill your candidate pipelines
- to serve as career/personal coaches
- to collaborate in creative campaigns (from the beginning)
- to discuss trends and lessons
- to train & teach others a new skill
- to catalyze your commitments to change

#imallin



Chris Bennett

Leveling The Playing Field

SAN FRANCISCO, CA

Website



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Chris Bennett founded Wonderschool in 2016 to ensure every child has access to tools that will help them realize their full potential in life. Wonderschool is a platform that connects educators and caregivers with families to provide early education for children. The organization has expanded to four cities, provided hundreds of programs for young children and helped educators launch childcare businesses.

Supported in research, Bennett believes that children who went to preschool are more likely to demonstrate non-cognitive skills like grit, perseverance and delayed gratification, as well as go on to higher education as young adults. The growing Wonderschool network not only helps children receive quality care and education but also helps parents find time for their own professional endeavors and helps educator-entrepreneurs find work. Bennett creates a better future by preparing the next generation.

Ask About

1. **HOW TO PROMOTE CHANGE THROUGH EDUCATION**
2. **HOW TO PREPARE A NEW GENERATION**
3. **HOW TO USE THE INTERNET FOR SOCIAL GOOD**

Tribes

- University of Pennsylvania, The Wharton School
- Startuponomics
- Heitman Investment Management
- Wonderschool
- Social Good
- Soldsie



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Lonnie Bunch changed history as the founding director of the Smithsonian’s National Museum of African American History and Culture. The historian spent over a decade building an educational center to make the country a better place. Though Bunch had no collections, funding or site when he first embarked on the project, the museum has seen more than six million visitors since its doors opened in 2016. It houses a collection of over 40,000 objects in a site on the National Mall.

Bunch was named the 14th Secretary of the Smithsonian in 2019, making him the first Black person to hold the prestigious position. He currently oversees 19 museums, 21 libraries, the National Zoo and numerous research centers. Like with his time directing the National Museum of African American History and Culture, Bunch’s current role allows him to educate on the past to promote change for the future.

Lonnie Bunch

Guarding Black Culture & History

WASHINGTON, DC

Website



Ask About

1. HOW TO LEARN FROM THE PAST TO CHANGE THE FUTURE
 2. HOW TO EDUCATE ON BLACK HISTORY
 3. HOW TO EMPOWER THROUGH TEACHING
-

Tribes

- American University
- Smithsonian National Museum of African American History and Culture
- Chicago Historical Society
- Freedom Medal Award
- W.E.B. Du Bois Medal
- National Equal Justice Award



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As a digital media strategist and influencer, Karen Civil knows how to get a message heard. The strategist started her career in the hip hop music space and has since expanded outwards to content, entertainment, and media. Her full service branding and marketing firm Always Civil Enterprise has seen a range of clients from rapper and entrepreneur YG to Hilary Clinton.

Civil speaks to women everywhere through her blog Live Civil, offering advice from her experiences succeeding in mostly male-dominated industries. Civil's influence serves as a source of empowerment for women, drawing from experiences to offer support, guidance and affirmation. Always ahead on culture, Civil has the secret weapon of understanding how to create and empower communities.

Karen Civil

Turning Community Into Commerce

LOS ANGELES, CA

Website



Ask About

- 1. HOW TO EMPOWER COMMUNITIES**
 - 2. HOW TO MAKE A MESSAGE HEARD**
 - 3. HOW TO THRIVE IN A MALE-DOMINATED INDUSTRY**
-

Tribes

- Union County College
- Harvard Business School
- Universal Music Group
- Beats by Dr. Dre
- Ebony Power 100
- Social Influencer of the Year, Black Enterprise



Imani Ellis

Turning Community into Commerce

NEW YORK, NY

Website



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A 2020 Adweek Diversity Champion, Imani Ellis founded The Creative Collective NYC (CCNYC), a community of multicultural creative professionals that nurtures connections and collaborations and provides strategies and tips about entrepreneurship.

CCnyc's biggest event is CultureCon, which draws upwards of 2,500 participants for networking and speakers including John Legend and Spike Lee. Ellis' day job is leading press strategy as Director, Bravo and E! Entertainment Communications where she works on diversity and inclusion initiatives.

Ask About

1. HOW TO FOSTER COMMUNITY THROUGH STORYTELLING
2. HOW TO SUPPORT CREATIVES
3. HOW TO INSPIRE ACTION & CHANGE

Tribes

- Vanderbilt University
- Creative Collective NYC (CCNYC)
- Culture Con
- NBC
- CableFAX
- Entertainment



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Danielle Geathers made a name for herself as the first Black student body president of Massachusetts Institute of Technology (MIT) to be elected in the university's 159-year history. The 20-year-old rising junior, who majors in Mechanical Engineering with a concentration in product design, will take her seat as student body president at the start of the upcoming fall semester.

Since she enrolled in MIT as a freshman, Geathers has taken the initiative to involve herself in the college's Black community. She has been involved in the Black Student Union and taken part in the student government for just about her entire college career. As president, Geathers said she will work to help all students feel welcome and included, with a focus on areas such as unity and equity. As a student, Geathers' ambitions are just as high. She plans to take the patent bar and attend law school, to set out on a career in which she can help Black inventors secure patents to further their ideas and begin inter-generational wealth.

Danielle Geathers

Turning Community into Commerce
MIAMI, FL

Website



Ask About

1. HOW TO REACH A YOUNG COMMUNITY
2. HOW TO BALANCE MULTIPLE PROJECTS
3. HOW TO SET & ACCOMPLISH GOALS

Tribes

- Massachusetts Institute of Technology (MIT)
- Miami Country Day School
- Student Body President
- Black Student Union
- Proctor & Gamble
- Mechanical Engineering



Boye Fajinmi

Turning Community Into Commerce

LOS ANGELES, CA

Website



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Boye Fajinmi co-founded the FutureParty in 2012 to create a community for creative leaders to share thoughts and ideas. In the eight years since, the platform has evolved into a lifestyle-based digital content company and community-based network for regular dinners, salons and branded activations for culturally fluent, forward-thinking creators & entrepreneurs.

Occupying a space across entertainment, music, art, fashion, technology, and business, Fajinmi's FutureParty platform allows for a safe environment for the next generation to express and share ideas for a better future in culture and society.

Ask About

1. HOW TO BRING TOGETHER CULTURE & BUSINESS
2. HOW TO CAPTURE LIFESTYLE THROUGH EXPERIENCES
3. HOW TO TURN STRANGERS INTO A COMMUNITY

Tribes

- Columbia University
- Biola University
- Paramount Pictures
- Mooch
- The Creative Mind Group
- International Healthcare Consulting
- The Future Party



Renee Richardson Gosline

Setting New Trends

CAMBRIDGE, MA

Website



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A 2020 honoree on the *Thinkers50 Radar List* of thinkers who are “putting a dent in the universe,” Renee Richardson Gosline is widely praised for her research examining how social structure affects performance and self-perception. The senior lecturer in the Management Science group at the MIT Sloan School of Management and a Principal Research Scientist at the university’s Initiative on The Digital Economy has also been named one of the World’s Top 40 Professors under 40 by Poets and Quants.

Gosline has been interested in how status-based bias affects behavior throughout her career, with past research projects working to put human perspective at the center of every decision.

Ask About

1. HOW BIAS AFFECTS BEHAVIORS & DECISION-MAKING
2. HOW TO USE BEHAVIORAL SCIENCE ALONGSIDE TECHNOLOGY
3. HOW TO PROMOTE JUSTICE THROUGH SCIENCE SCIENCES

Tribes

- Harvard University
- Leo Burnett
- Moët Hennesy
- MIT
- Tuck School of Business
- Thinkers50
- Top 40 Professors Under 40, Poets and Quants



Chris Gray

Paving A Way For Others
PHILADELPHIA, PA

Website



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Chris Gray wants to make education a possibility to everyone, no matter where they come from. It is because of this goal that Gray founded Scholly — a mobile-friendly scholarship search engine that helps people find ways to afford college. The tool helps match students with the right scholarships for their profiles, therefore promoting greater success in applications.

Scholly has helped over one million students win \$70 million to pay for college. Gray has been recognized as the 2015 Ernst & Young Entrepreneur of the Year for Social Entrepreneurship, a Forbes 30 Under 30 in 2016, and one of Oprah's Inaugural Super Soul 100 Honorees. And for at least one million students in the U.S., Gray has helped open a door to opportunity.

Ask About

1. HOW TO USE TECH FOR GOOD
2. HOW TO FIX A BROKEN "SYSTEM"
3. HOW TO CREATE NEW DIGITAL BEHAVIORS

Tribes

- Drexel University
- Forbes 30 Under 30
- Ernst & Young Entrepreneur of the Year
- Oprah's Super Soul 100
- Shark Tank Participant
- Scholly



Nicholas Johnson

Setting New Trends
AUSTIN, TEXAS

Website



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Nicholas Johnson was named Princeton University's first Black valedictorian in the college's 274-year history. The recent graduate spoke to his fellow classmates in a virtual commencement ceremony in May 2020, encouraging his peers to build communities, relationships & traditions to serve humanity and deliver value to the world.

Johnson, whose accomplishments at Princeton were praised by notable alumni Michelle Obama, has his horizons set high for the future. With his Bachelor's of Engineering in Operations Research and Financial Engineering in hand, Johnson will intern in hybrid quantitative research and software engineering with the D. E. Shaw Group before enrolling in Ph.D. studies in operations research at MIT in the fall.

Ask About

- 1. HOW TO AIM HIGH & EXCEL**
 - 2. HOW TO ENCOURAGE YOUNG MINDS**
 - 3. HOW TO ENGAGE COMMUNITIES WITH TECH**
-

Tribes

- Massachusetts Institute of Technology (MIT)
- Princeton University
- The Tau Beta Pi Association
- D. E. Shaw Group
- Google
- MRS Weatherall Institute of Molecular Medicine
- Engineers Without Borders



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Author and activist Kimberly Jones inspires a more equal and just future through literature. Recently, Jones signed a two-book deal after posting a heartfelt economic point of view on “justice” in an instantly viral video entitled “How Can We Win?” — a response to the murder of George Floyd. Her 3-minute video, in which she compares the economic history of the Black community in the U.S. to a rigged game of monopoly, garnered global attention after it was shared by LeBron James, Trevor Noah, John Oliver, and other influential figures.

Jones will expand on her ideas for change in the forthcoming book series, scheduled to release one work next spring.

Kimberly Jones

Owning The Narrative
ATLANTA, GA

Website



Ask About

1. HOW TO RESONATE IN A LESS THAN FIVE MINUTES
 2. HOW TO USE CULTURAL FLUENCY IN COMMUNICATION
 3. HOW TO USE THE ARTS FOR SOCIAL JUSTICE
-

Tribes

- Film & Television
- Well Read Black Girl
- Library of Congress, Selection Committee
- National Ambassador for Young People's Literature
- Author, *I'm Not Dying With You Tonight*



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Kai Lawson is an expert in storytelling and in owning a narrative. The marketing professional has launched culturally-focused platforms across media, including *Mixed Company* Podcast and her insightfully written, *My Life of Kai*. No matter which platform Lawson uses to share a narrative, the honest stories she tells shed light on a need for diversity, equity, and inclusion in the contemporary workplace.

Lawson doesn't just use her platforms to make her voice heard — she welcomes a diverse array of guests to *Mixed Company*, allowing all voices an opportunity to share a perspective on social equity.

Kai Lawson

Owning The Narrative
NEW YORK, NY

Website



Ask About

1. HOW TO REACH AUDIENCES WITH PODCASTS
2. HOW TO DIVERSIFY THE WORKPLACE
3. HOW TO MAKE YOUR VOICE HEARD

Tribes

- Howard University
- AKQA
- Mission
- Essence
- WPP
- Podcast, *Mixed Company*



Nadia Lopez

Paving A Way For Others
BROOKLYN, NY

Website



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As founding principal of Mott Hall Bridges Academy in New York City, Nadia Lopez devotes her time to paving a way for young minds. Lopez institutes a positive learning environment and high expectations for her students, growing the success rate at one of the country's most under-served communities.

Lopez's impact reaches thousands of children through her "She Is Me" and "I Matter" initiatives that provide workshops to young people throughout Brooklyn, designed to encourage, mentor and foster success. Her work continues to set the next generation up for success.

Ask About

1. HOW TO SET AN EVEN PLAYING FIELD
2. HOW TO INSPIRE YOUNG MINDS
3. HOW TO BUILD A POSITIVE LEARNING ENVIRONMENT

Tribes

- TEDx Speaker
- Baruch College
- Wagner College
- Mott Hall Bridges Academy
- Medal of Distinction, Bernard College
- Change Agent Award, Black Girls Rock



Ashlee Marie Preston

Owning The Narrative
LOS ANGELES, CA

Website



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Ashlee Marie Preston is an award-winning media personality and trans rights activist who made history as the first openly trans person to run for state office in California. Despite her young age, Preston has held a variety of roles in her career, including editor-in-chief of Wear Your Voice Magazine and campaign surrogate for Elizabeth Warren's 2020 presidential campaign.

Preston recently founded You Are Essential — to “combat food insecurity, housing instability, and barriers to access encountered by the elderly, disabled, immunocompromised, and the deeply marginalized.” Through the social impact initiative, Preston is ensuring that every citizen has access to wellbeing so there is more cultural fluency about the basic things that unite us all.

Ask About

1. HOW TO BE AN ACCOMPLICE THROUGH ALLYSHIP
2. HOW TO PROVIDE AID IN A PANDEMIC
3. HOW TO IMPACT VULNERABLE COMMUNITIES

Tribes

- Teen Vogue
- Billboard
- VICE Media
- The Root 100
- LOGO/NewNowNext's 30 Most Influential LGBTQ
- PopSugar Top 40 LGBTQ
- Out Magazine's OUT100



Rashad Robinson

Uplifting & rallying action

NEW YORK, NY

Website



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Rashad Robinson has dedicated his career to the call for social justice. For the past nine years, the activist has served as Executive Director of Color of Change, the largest online racial justice organization in the U.S. Color of Change keeps its community of one million members informed on ways to promote a more human and less hostile world.

Robinson builds power for Black communities, moving decision-makers in corporations and politics to create an equal world for all people, doing all he can to ensure all Americans are represented, served and protected.

Ask About

1. HOW TO PUSH FOR CHANGE
2. HOW TO EMPOWER OTHERS
3. HOW TO FIGHT FOR EQUAL RIGHTS

Tribes

- Marymount University
- Georgetown University
- GLAAD
- Color of Change
- Ebony Magazine Power 100
- The Root 100
- Fast Company 6th Most Innovative Company



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Darren Walker has become an expert in making the world a better place after spending over two decades in the philanthropic sector. His work has ranged from helping economically developing communities to social justice and human rights initiatives.

Currently the president of the Ford Foundation — second largest philanthropy in the U.S. — Walker is a leader in the fight for equality. Under his direction, the Ford Foundation has awarded grants to initiatives including the Africa-America Institute, Alliance for a Just Society, Brennan Center for Justice, the Center for Reproductive Rights and the Detroit Children's Fund to help fuel social change.

Darren Walker

Setting New Trends
NEW YORK, NY

Website



Ask About

- 1. HOW TO MAKE STRATEGIC DONATIONS**
- 2. HOW TO PROMOTE CHANGE WITH NONPROFITS**
- 3. HOW TO MASTER JUSTICE-BASED PHILANTHROPY**

Tribes

- The University of Texas Austin
- Abyssinian Development Corporation
- Smithsonian National Museum of African American History and Culture
- Ford Foundation
- The Rockefeller Foundation
- Lincoln Center for the Performing Arts
- National Gallery of Art



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James Spooner and Matthew Morgan founded Afropunk in 2005. The annual mixed arts festival has brought together Black culture-makers through a lens of music, fashion, food, and art. The celebration of culture has expanded over the past 15 years, growing its reach worldwide.

Afropunk festivals have been held in global cities including New York, Atlanta, London, Paris and Johannesburg, with over 75,000 attendees each year. Notable performance such as Lenny Kravitz, Erykah Badu, Solange Knowles, and SZA have come together to celebrate culture. The growth of Afropunk not only represents a global community in need of connection, but demonstrates a global passion for cultural education.

Afropunk

Owning the narrative
BROOKLYN, NY

Website



Ask About

1. **HOW TO TURN COMMUNITY INTO COMMERCE**
2. **HOW TO SPREAD KNOWLEDGE THROUGH CULTURE**
3. **HOW TO MAKE A GLOBAL CONNECTION THROUGH ART**

Tribes

- Festival
- Black culture & history
- African Diaspora
- Music
- Art



Black Lives Matter

Uplifting & rallying action
MULTIPLE STATES

Website



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A rallying cry heard around the world and a racial justice movement working for change specifically in relation to police brutality, Black Lives Matter was founded in 2013 in response to Trayvon Martin's murder and in 2020 gained momentum following the murder of George Floyd & others.

BLM, which was founded by Patrisse Cullors, Alicia Garza, and Opal Tometi, now has 17 chapters. Global outcry has resulted in progress in police reform and accountability, scrutinization of companies' racist practices, and the removal of statues and the Confederate flag, among other actions. The organization prides itself on peaceful protests.

Ask About

1. HOW TO WORK TO END POLICE BRUTALITY
 2. HOW TO ORGANIZE A MOVEMENT
 3. HOW TO FIGHT FOR RACIAL JUSTICE
-

Tribes

- Activism
- Community Organization
- Equality & Freedom
- Advocacy
- Social Justice
- Police Reform



Everyday People

Turning community into commerce
NEW YORK, NY

Website



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“The World’s Coolest Day Party” according to *Vice*, Everyday People (EP) is an event and cultural platform that celebrates the diversity of Black culture.

Launched as a New York City brunch in 2012 by Saada Ahmed, Chef Roble Ali, and DJ Moma, EP now has multiple monthly NYC and LA residencies as well as other city editions in locations including Nairobi and Cape Town. EP also showcases artists, elevates community discourse and dialogue, promotes wellness, and supports philanthropic programs. Everyday is starting to bring new voices to culture through events alongside cultural moments like Art Basel.

Ask About

1. HOW TO CELEBRATE THE DIVERSITY OF BLACK CULTURE
2. HOW TO CREATE A SUPPORTIVE PLATFORM
3. HOW TO EXPAND A BUSINESS

Tribes

- Events
- Art
- Social Discourse
- Music
- Wellness
- Social Networking



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Alysia Montano and Allyson Felix are both Olympic athletes who faced unjust jeopardization of their careers when they became mothers. Along with athletes, the women took an active stance in having the career and personal lives they wanted, and now empower and encourage other women to do the same.

Montano and Felix became activists for other women in athletics in May 2019, when the New York Times published their op-eds shedding light on gender inequality in athletic sponsorships just a few weeks apart. The attention the athletes' words brought to the disparity has already led to change, as Nike announced soon after that it would not apply performance-related pay reductions for 18 months surrounding an athlete's pregnancy.

Allyson Felix & Alysia Montano

Leveling The Playing Field
MULTIPLE CITIES

Website



Ask About

1. HOW TO WORK IN TEAMS TO INCITE CHANGE
 2. HOW TO PROMOTE GENDER EQUALITY
 3. HOW TO THRIVE IN MALE-DOMINATED FIELDS
-

Tribes

- Activism
- Athletes
- Olympics
- Nike
- Sports
- 40 Under 40, Fortune



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Founded by Lebron James Family Foundation in 2018, I Promise Academy is an elementary school in Akron, Ohio, specifically created to provide support & resources to children in under-privileged communities. With accomplished teachers and support staff lead by Principle Brandi Davis, the I Promise Academy stands upon a philosophy of treating education as a family setting to promote excellence for its children.

The I Promise Academy promises to help its students reach success, through fostering a safe and healthy environment. It provides all areas of support children need — from world-class instruction and extracurricular activities to healthy meals and social emotional support.

I Promise Academy Leadership

Paving a way for others
AKRON, OH

Website



Ask About

1. HOW TO SUPPORT PROMISING CHILDREN
2. HOW TO FOSTER MEANINGFUL GROWTH
3. HOW TO EMPOWER YOUNG MINDS

Tribes

- Education
- Youth Development
- Performance Management
- Community Development

**KNOWLEDGE
IS POWER.**

TAKE ACTION. WHO ARE YOU RECOMMENDING?

- to advise you, your team or organization through a virtual talk/event
- to keynote programming for conferences
- to serve in your influencer relations efforts
- to fill your candidate pipelines
- to serve as career/personal coaches
- to collaborate in creative campaigns (from the beginning)
- to discuss trends and lessons
- to train & teach others a new skill
- to catalyze your commitments to change

#imallin

blacklist100
2020

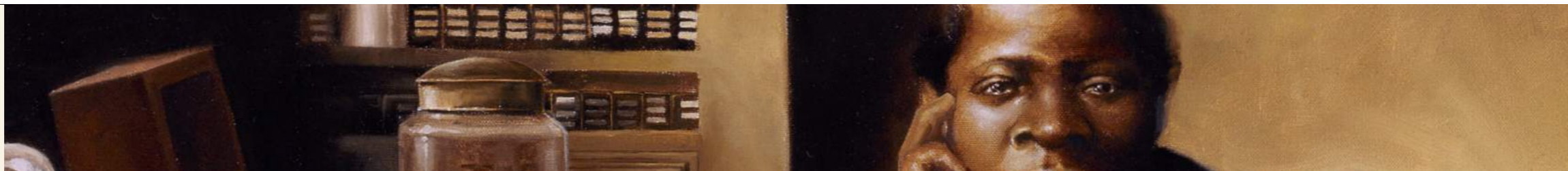
Industry & Services



Biddy Mason (Elizabeth Colomba)

Biddy Mason, a former slave that sued for her freedom during the California goldrush, became one of the first real estate moguls owning the equivalent of present-day downtown Los Angeles.

This category represents the **scaling of ideas, products, and services**. Leaders of industry & services are characterized by a pioneer spirit of introducing new business models, ensuring legal protections for equal access, and granting capital to founders needing support from investors that understand unique challenges of diverse entrepreneurs. Individuals in this field represent finance, consulting, law, business development, strategy, and leadership.



INDUSTRY & SERVICES



Angela Benton, MFA
Leveling the playing field



Cerita Bethea, PhD
Setting new trends



Dawn Dickson
Turning community into commerce



Thasunda Brown Duckett, MBA
Turning community into commerce



Linda A. Hill, PhD
Setting new trends



Sherrilyn Ifill, JD
Protecting justice & freedom



Danielle Lee, MBA
Turning community into commerce



Cynthia Marshall
Turning community into commerce



Spencer Means
Creating new paths to prosperity



David Mulugheta
Creating new paths to prosperity



Efosa Ojomo, MBA
Setting new trends



Sophia Roe
Leading a wellness movement



Bryan Stevenson, JD
Protecting justice & freedom



Jaia Thomas, JD
Turning community into commerce



Mark Thomas, MBA
Leveling the playing field



Mikaila Ulmer
Creating new paths to prosperity



Rodney Williams, MBA
Setting new trends



(Team) Backstage Capital
Creating new paths to prosperity



(Team) Harlem Capital
Creating new paths to prosperity



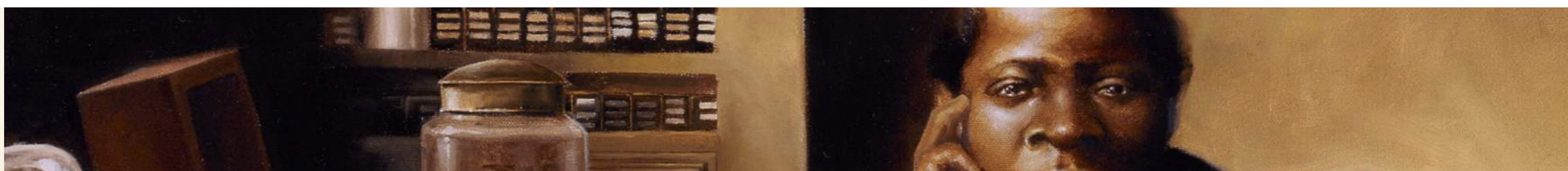
(Team) MaC Venture Capital
Creating new paths to prosperity

**KNOWLEDGE
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- to catalyze your commitments to change

#imallin



Angela Benton

Leveling The Playing Field

LOS ANGELES, CA

Website



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Angela Benton is a pioneer in promoting diversity in the tech industry. As founder and CEO of Streamlytics, Benton brings transparency to content digital audiences stream through popular services. The tool not only helps consumers to own their data, but also democratizes access to media data for users and businesses for a more level playing field.

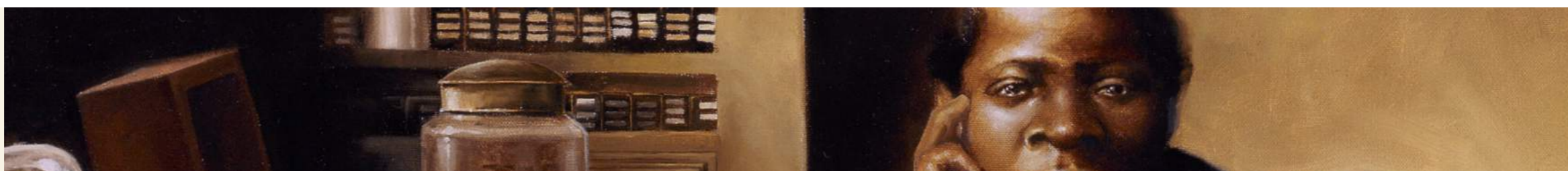
Streamlytics may only be two years old, but Benton is no stranger to using technology to raise awareness to inequality. She launched multimedia platform BlackWeb 2.0 in 2007 as a connection for professionals interested in technology and in 2011 founded NewME, a global accelerator for minority groups that has been recognized as first-of-its-kind & best-in-class.

Ask About

1. HOW TO PROMOTE EQUALITY WITH TECHNOLOGY
 2. HOW TO DEMOCRATIZE DATA
 3. HOW TO RAISE AWARENESS TO INEQUALITY
-

Tribes

- American InterContinental University
- Savannah College of Arts and Design
- NewME
- Black Web Media
- Streamlytics
- Goldman Sach's 100 Most Intriguing Entrepreneurs
- Ebony Magazine Power 150



Cerita Bethea

Setting new trends
ATLANTA, GA



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Cerita Bethea runs behavioral science at Coca-Cola, relying on models of human behavior and decision making to drive growth for the company. She translates behavioral insights into quantifiable business solutions, pioneering a place for cognitive psychology in the field of brand marketing.

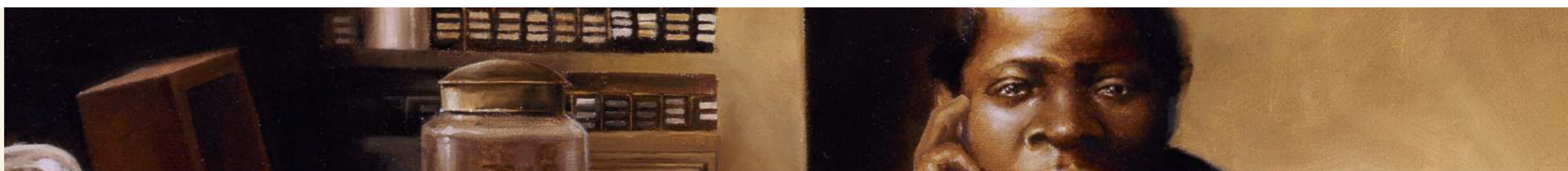
Bethea uses her position as an industry leader to advocate for building a brand around the consumer, with consideration of what people want. Her work applies theories and insights of human habits and emotion into marketing research to break boundaries and place human behavior at the center of brand building.

Ask About

1. HOW TO APPLY BEHAVIORAL INSIGHTS AT SCALE
2. HOW TO DRIVE CHANGE WITH PSYCHOLOGY
3. HOW TO SPARK EMOTIONS WITH CONSUMERS

Tribes

- University of Michigan
- Georgia Institute of Technology
- Kimberly-Clark
- The Coca-Cola Company
- Ford Motor Credit Company
- Social Sciences



Dawn Dickson

Turning Community into Commerce

COLUMBUS, OH

Website



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The first Black founder to raise a successful secure token offering — crowdfunding more than \$1 million from more than 2,000 investors — Dawn Dickson is CEO of PopCom, which develops intelligent vending machines to help retailers collect customer insights at locations that matter.

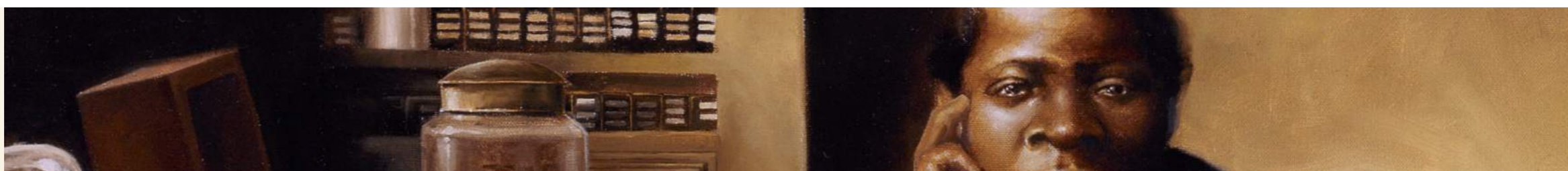
A serial entrepreneur, Dixon has launched four successful companies since 2002. She speaks and writes about crowdfunding to help others understand it, and has a goal of changing SEC laws to increase the amount of capital that can be raised in this way.

Ask About

1. HOW TO SUCCESSFULLY CROWDFUND
2. HOW TO MANAGE REGULATION & COMPLIANCE AS A STARTUP
3. HOW TO SUCCESSFULLY LAUNCH A COMPANY

Tribes

- Ohio State University
- PopCom
- Flat Out of Heels
- D1 Consulting Group
- REALITY Israel
- Ecommerce Fuel Forum



Thasunda Brown Duckett

Turning Community Into Community

NEW YORK, NY

Website



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Thasunda Brown Duckett is the Chief Executive Officer of Chase Consumer Banking and has been named one of the most powerful women in banking by American Banker Magazine and one of the 50 most powerful women in corporate America by Black Enterprise Magazine. In her work with Chase, Duckett oversees a network of over \$684 billion in deposits and investments, 5,300 branches, and more than 47,000 employees.

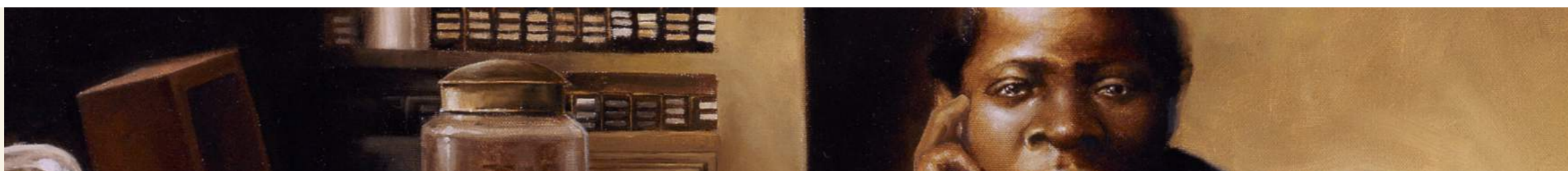
Duckett also finds time to serve as the executive sponsor of JPMorgan Chase's Advancing Black Pathways program — an initiative directed towards helping Black Americans achieve economic success in life. Her impact helps individuals across the country garner mobility through finance, education and careers, helping others unlock personal, professional, and financial opportunities.

Ask About

1. HOW TO PROMOTE ECONOMIC EQUALITY
 2. HOW TO INSPIRE FINANCIAL LITERACY & GOOD HABITS
 3. HOW TO THRIVE IN A MALE-DOMINATED FIELD
-

Tribes

- Baylor University
- University of Houston
- Chase Consumer Banking
- JP Morgan Chase
- 50 Most Powerful Women in Corporate America, Black Enterprise
- Top 100 Leading Female Executive, Automotive News



Linda A. Hill

Setting New Trends
BOSTON, MA

Website



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Linda A. Hill is a Professor of Business Administration at Harvard Business School, and chair of the Leadership Initiative. With a focus on leading change and innovation, Hill has dedicated much of her career to developing positive strategies for leadership.

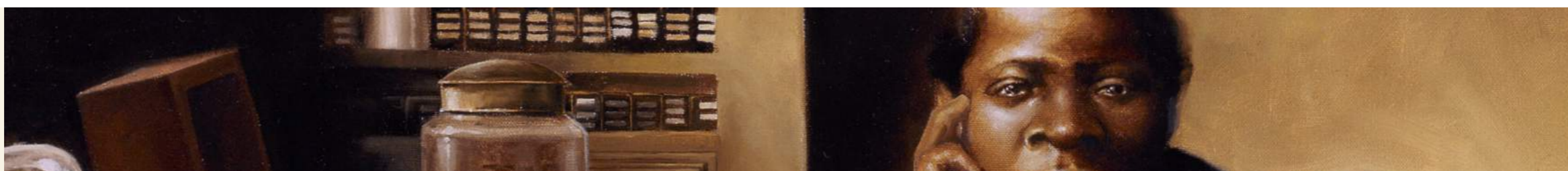
Professor Hill co-founded advisory firm Paradox Strategies to conduct leadership research and co-created the Innovation Quotient, a tool for leading innovation that has the power to transform the world. Hill's work and research has led to ideas of leadership that empower creativity and foster a better future.

Ask About

1. HOW TO LEAD CHANGE
2. HOW TO CREATE A BETTER FUTURE
3. HOW TO EMPOWER NEW IDEAS

Tribes

- Bryn Mawr College
- University of Chicago
- Thinkers50
- The Rockefeller Foundation
- State Street
- Relay Therapeutics
- ArtCenter College of Design
- Calit2
- Eight Inc.
- Paradox Strategies



Sherrilyn Ifill

Protecting Justice & Freedom

BALTIMORE, MD

Website



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As President and Director-Counsel of the NAACP Legal Defense and Educational Fund, Sherrilyn Ifill has been protecting freedoms throughout her career. Since taking on the prestigious title in 2013, Ifill has expanded the organization's engagement in urgent civil rights issues, and continued its decades-long history leading the fights against voter suppression, inequity in education and racial discrimination in application of the death penalty.

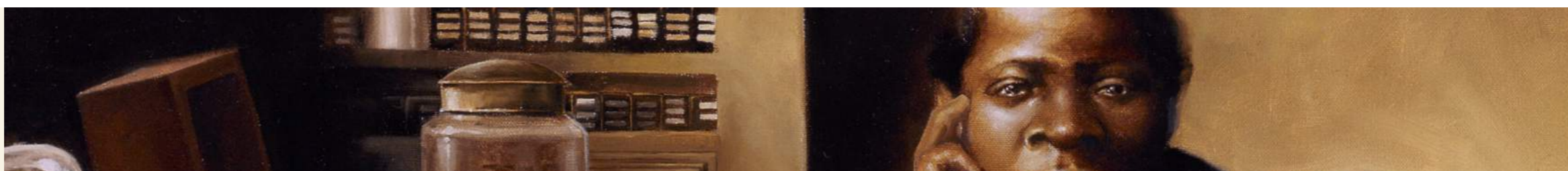
Ifill has led discussions in public and through media platforms at critical moments of national unrest following the killing of unarmed civilians by law enforcement officers, relying on forceful and fact-based analyses of complex issues to impact the road to social justice.

Ask About

1. HOW TO MAKE EVERY MOMENT MATTER
2. HOW TO GET "SYSTEMS" TO CHANGE
3. HOW TO LET VALUES & VIRTUES LEAD

Tribes

- NYU
- NAACP
- American Civil Liberties Union, Fellow
- Legal Defense Fund
- University of Maryland School of Law
- Author, *On the Courthouse Lawn: Confronting Legacy of Lynching in the 21st Century*



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With brand-building experience that spans nearly two decades, Danielle Lee is an expert in fostering culture-based connections with diverse, global audiences. The marketing professional recently joined the NBA to help the league connect with its fans from afar during the coronavirus shutdown. As VP, Global Head of Partner Solutions at Spotify, Lee was most recently one of the senior-most Black women at the streaming service.

In her time with Spotify, she has used her expertise in market strategy to give voice to previously unheard demographics. Lee works to change the world through facilitating connections with the use of data and technology, which has led Business Insider to name her one of the Most Powerful Women in Mobile Advertising in 2014.

Danielle Lee

Turning Community Into Commerce

NEW YORK, NY

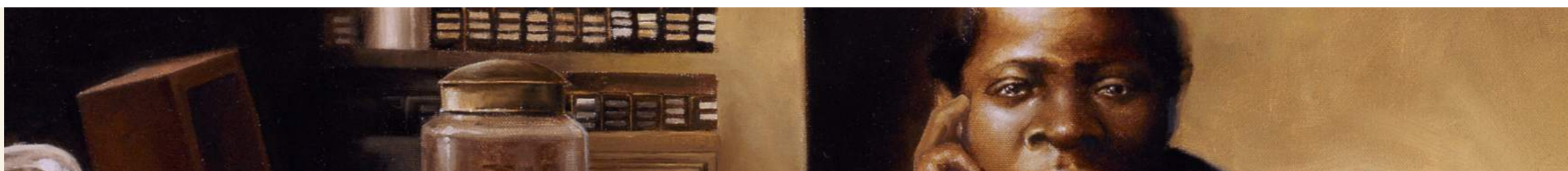


Ask About

1. HOW TO CREATE NEW BUSINESS MODELS
2. HOW TO FORM MEANINGFUL PARTNERSHIPS
3. HOW TO REACH CUSTOMERS WITH DATA-DRIVEN SOLUTIONS

Tribes

- NBA
- American Documentary
- Operator Collective
- Columbia Business School
- Makers Women
- IAB



Cynthia Marshall

Turning Community Into Commerce

DALLAS, TX

Website



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Cynthia Marshall became the first Black woman to hold a CEO position in the NBA when she took over the position for the Dallas Mavericks in 2018. A lifelong pioneer, Marshall is no stranger to being the “first.” She was the first Black head of the North Carolina Chamber of Commerce, the first Black cheerleader at UC Berkeley in the late 1970s, and the first in her family to graduate from college.

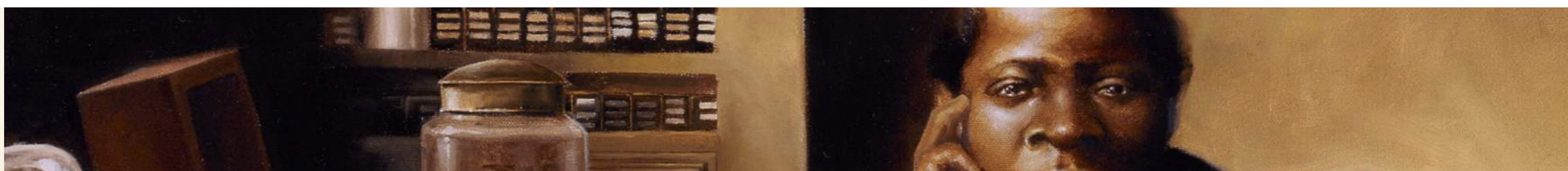
As CEO of the Mavericks, Marshall has been tasked with the job of improving the environment surrounding the team — including an alleged culture of sexual harassment and domestic violence. Marshall not only became the first in her demographic with her role and title in the NBA, but she succeeded in turning a toxic environment into a workplace model for others to follow.

Ask About

1. HOW TO THRIVE IN A MALE-DOMINATED FIELD
 2. HOW TO REWRITE THE FUTURE
 3. HOW TO FACE UNEXPECTED CHALLENGES
-

Tribes

- University of California, Berkley
- AT&T
- Dallas Mavericks
- NBA



Spencer Means

Creating New Paths to Prosperity
NEW YORK, NY

Website



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Generating more than \$100 million in sales, Spencer Means is a New York City real estate broker with clients including Spike Lee & Tonya Lewis, Al Roker, and McCrary Anthony.

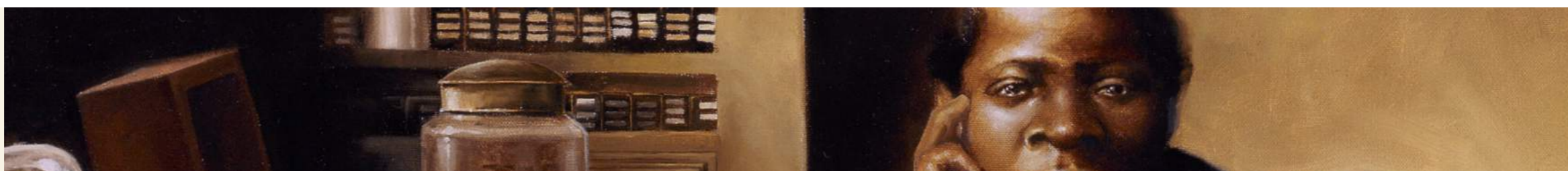
A high-profile New Yorker, Means holds volunteer leadership positions with many organizations including serving on NYC & Company's Executive Board and the Executive Committee of the Real Estate Board of New York. He is the basis for a character in the 2004 novel *Gotham Diaries*.

Ask About

1. HOW TO FIGHT DISCRIMINATION IN REAL ESTATE
 2. HOW TO SCORE A KILLER NYC APARTMENT
 3. HOW TO BE A SUCCESSFUL REAL ESTATE BROKER
-

Tribes

- Compass
- The Corcoran Group
- Multi-Million Dollar Club
- Silver Council
- Real Estate Board of New York
- Dance Theater of Harlem



David Mulugheta

Creating New Pathways To Prosperity

LAGUNA HILLS, CA

Website



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As an equity partner at Athletes First, David Mulugheta has transformed the careers of many emerging athletes. He has represented and negotiated NFL contracts for some of the league's biggest names, including four first-round NFL draft picks in 2020, though his reach goes way beyond business.

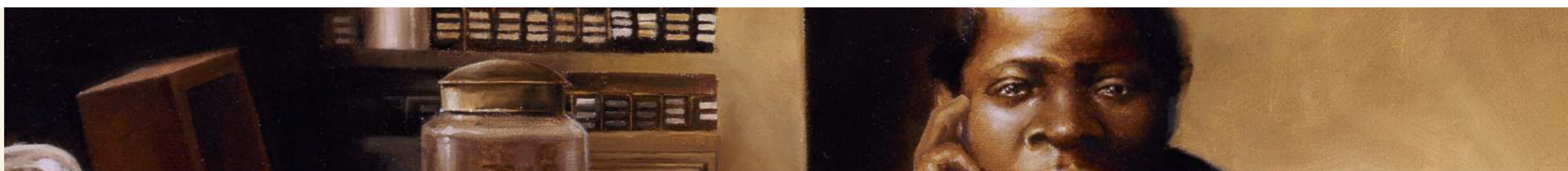
Mulugheta is evolving the role of an agent, as he brings a community aspect into his approach. He is committed to building and maintaining personal relationships with the athletes he represents, treating his clients as family. His impact sets an example for the landscape of the future, across industries: high expectations of success based upon a belief in the individual and a community that lifts each other up.

Ask About

- 1. HOW TO SET EXPECTATIONS HIGH**
- 2. HOW TO EMPOWER OTHERS FOR SUCCESS**
- 3. HOW TO BUILD A COMMUNITY**

Tribes

- NFL
- Athletes First
- Fair Catch Foundation
- Brand Management
- Sports
- Entertainment
- Community Development
- Negotiations & Partnerships



Efosa Ojomo

Setting New Trends
BOSTON, MA

Website



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Efosa Ojomo is committed to shifting the conversation around development, through providing resources and emerging technologies. As President and Co-Founder of nonprofit organization Poverty Stops Here, Ojomo works to improve the lives of people living in extreme poverty in Nigeria.

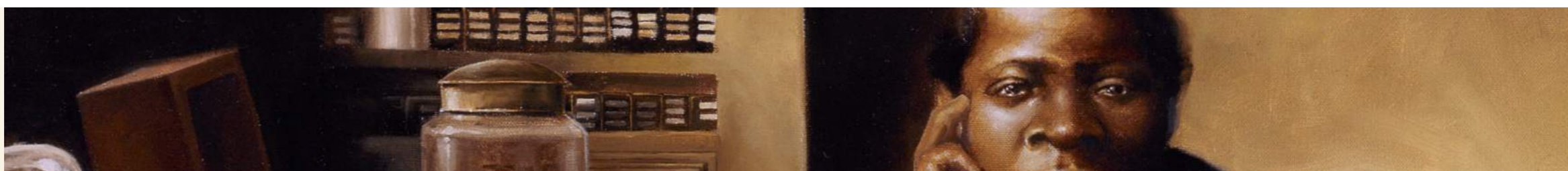
Through his work as research fellow at the Forum for Growth and Innovation at the Harvard Business School, Ojomo equips businesses, investors, and policymakers with the knowledge & resources necessary to address the issue of creating prosperity in emerging markets. Ojomo has been recognized as a 2020 honoree on the *Thinkers50 Radar List*.

Ask About

1. HOW TO CREATE SOCIAL IMPACT FOR COMMUNITIES
2. HOW TO TEACH OTHERS ABOUT & CREATE PROSPERITY
3. HOW TO EVALUATE INVESTMENT OPPORTUNITIES IN AFRICA

Tribes

- Vanderbilt University
- Harvard Business School
- National Instruments
- Thinkers50
- Poverty Stops Here
- Clayton Christensen Institute



Sophia Roe

Leading a Wellness Movement

NEW YORK, NY

Website



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Sophia Roe is a chef and wellness advocate who is focused on making wellness more diverse, inclusive, and accepting. Her loyal social media following connects to her honest and insightful tips, advice, and encouragement.

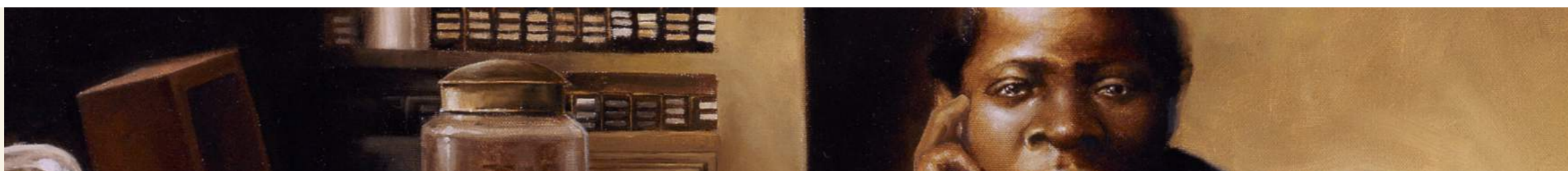
Roe leads workshops, classes, and retreats; collaborates with brands including Nike and Target; engages in a series of conversations called “The Pillow Talk Sessions;” and works with Project Glimmer and Girls Inc. to empower young women. Her first book will be published in 2021.

Ask About

1. HOW TO MAKE WELLNESS MORE INCLUSIVE
2. HOW TO DEVELOP A SOCIAL MEDIA FOLLOWING
3. HOW TO PIVOT CAREERS

Tribes

- Tilit
- The Pillow Talk Sessions
- Project Glimmer
- Girls Inc.
- Food
- Wellness



Bryan Stevenson

Protecting Justice & Freedom
MONTGOMERY, AL

Website



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A influential agent of change, Bryan Stevenson, founder and Executive Director of the Equal Justice Initiative (EJI), challenges bias against the poor and people of color in the criminal justice system.

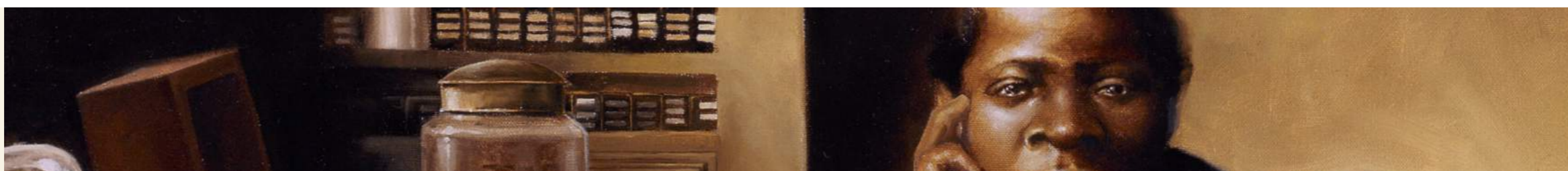
Stevenson has successfully argued multiple cases at the United States Supreme Court and has won many awards including the MacArthur Foundation “Genius” Prize. Stevenson is the author of *Just Mercy* (the name of the movie based on his life), a graduate of Harvard Law School and the Harvard School of Government, and is a professor at New York University School of Law.

Ask About

1. HOW TO BE A RACIAL JUSTICE LEADER
2. HOW TO WORK TOWARDS RACIAL EQUALITY IN THE LEGAL SYSTEM
3. HOW TO USE YOUR VOICE FOR CHANGE

Tribes

- NYU
- Harvard Law School
- EJ
- MacArthur Foundation I
- ABA
- ACLU
- NAPIL
- SALT



Jaia Thomas

Turning Community into Commerce

LOS ANGELES, CA

Website



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Jaia Thomas is a sports and entertainment attorney specializing in transactional and intellectual property matters in the television, film, and digital industries. She is the creator of Diverse Representation, a database of African-American agents, attorneys, managers, and publicists in the entertainment industry.

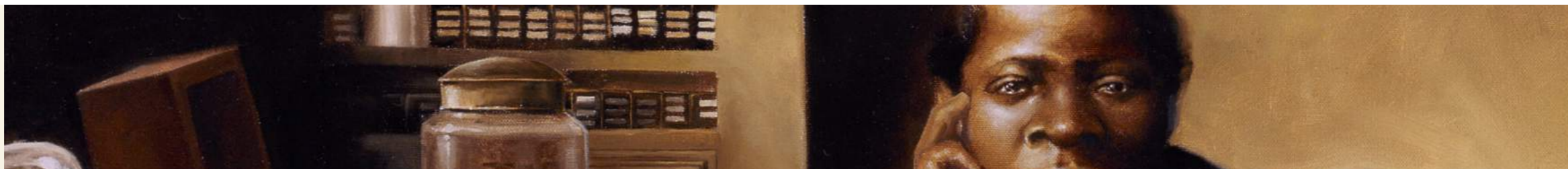
Thomas is an adjunct professor at UCLA, contributor for Entrepreneur Magazine, and a popular conference speaker. She has turned Diverse Representation into a thriving community with programming, events, and social action.

Ask About

1. HOW TO LAUNCH A LAW PRACTICE
2. HOW TO INCREASE DIVERSITY IN ENTERTAINMENT FIELDS
3. HOW TO BE AN ENTREPRENEUR

Tribes

- George Washington University
- Colgate University
- Los Angeles Southwest College
- Diverse Representation
- Southwestern Law School
- Eric Reid Foundation
- USC Sports Business Institute



Mark Anthony Thomas

Leveling the Playing Field

PITTSBURGH, PA

Website



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Mark Anthony Thomas has made a career of making cities better places to live and work — through innovation, venture capital, and socio-economic development. Currently President of the Pittsburgh Regional Alliance, he has also held similar economic development roles for the cities of New York, Los Angeles, and Atlanta.

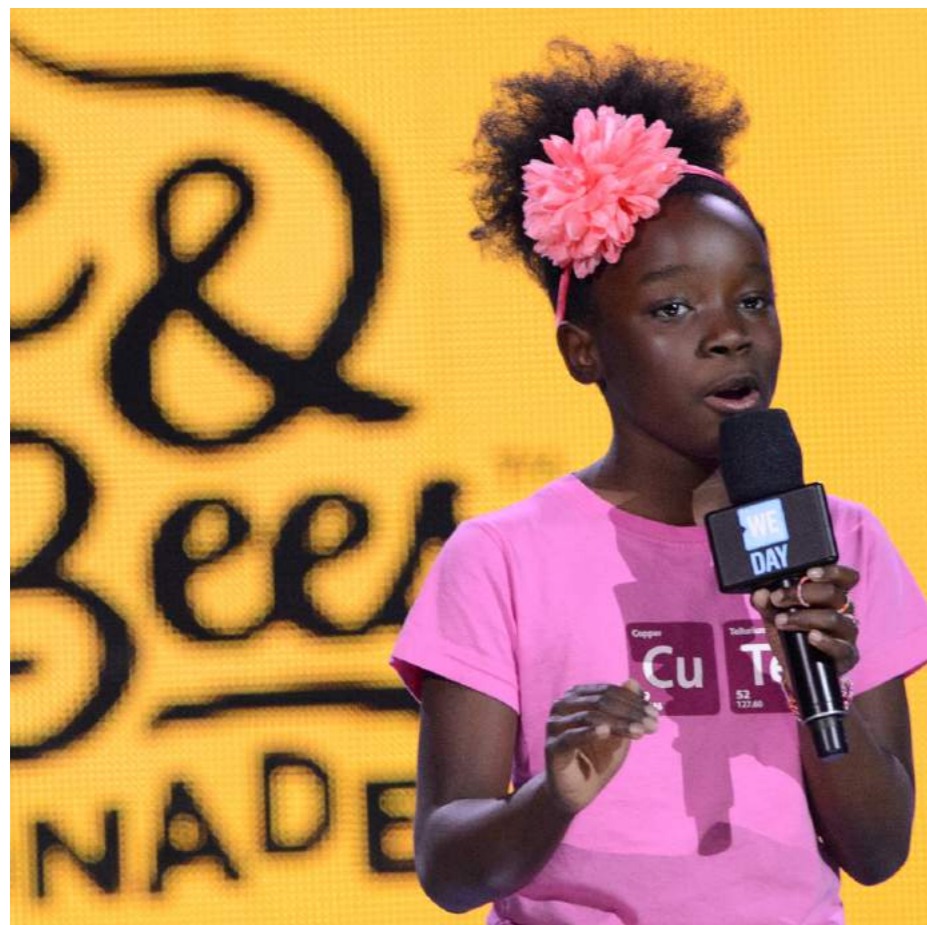
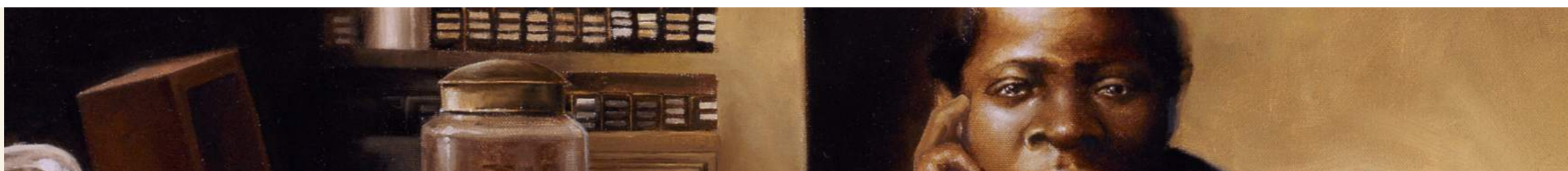
Thomas previously worked in media, shaping content and investigative journalism on social impact, economic development, and effective governance. He holds an MBA from MIT and an MPA from Columbia, sits on several boards, and has won numerous awards.

Ask About

1. HOW TO SUPPORT BLACK COMMUNITIES
2. HOW TO HELP CITIES PROSPER AS SOCIO-ECONOMIC HUBS
3. HOW TO BUILD BRIDGES BETWEEN COMMUNITIES THROUGH INNOVATION

Tribes

- Massachusetts Institute of Technology (MIT)
- Columbia University
- CUNY
- Pittsburgh Regional Alliance
- New York City Economic Development Corporation
- City of Los Angeles
- FUSE Corps



Mikaila Ulmer

Creating New Paths to Prosperity

AUSTIN, TX

Website



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Mikaila Ulmer was four when she started her lemonade business, ten when she won Shark Tank, and will see her first book published in August 2020 at the age of 15.

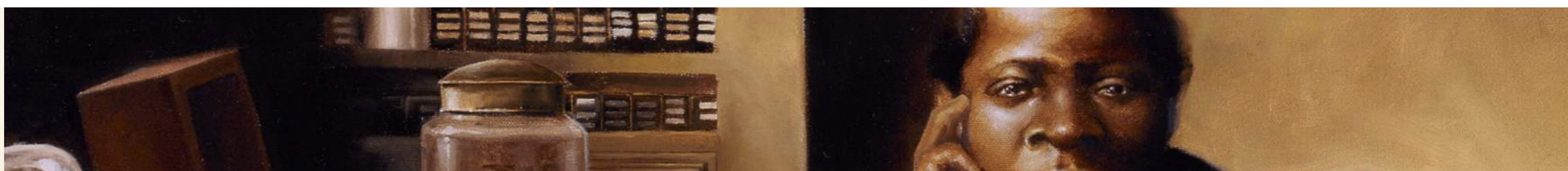
Me & the Bees Lemonade is carried by major retailers (including a \$10 million Whole Foods deal). Recently, the company has branched out to sell beeswax-infused lip balms. The company donates 10 percent of all profits to bee conservation groups, and Ulmer's non-profit The Healthy Hive Foundation supports education about and protection of honey bees.

Ask About

1. HOW TO BE A SOCIAL ENTREPRENEUR
2. HOW TO INSPIRE YOUTH
3. HOW TO MAKE A DREAM A REALITY

Tribes

- Me & The Bees
- The Healthy Hive Foundation
- Shark Tank
- Disney Dreamers Academy
- Time Magazine
- United State of Women Summit
- SXSW



Rodney Williams

Setting New Trends

LOS ANGELES, CA

Website



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As co-founder and chief commercial officer of data-over-audio software company LISNR, Rodney Williams empowers companies to deliver a seamless experience to their customers.

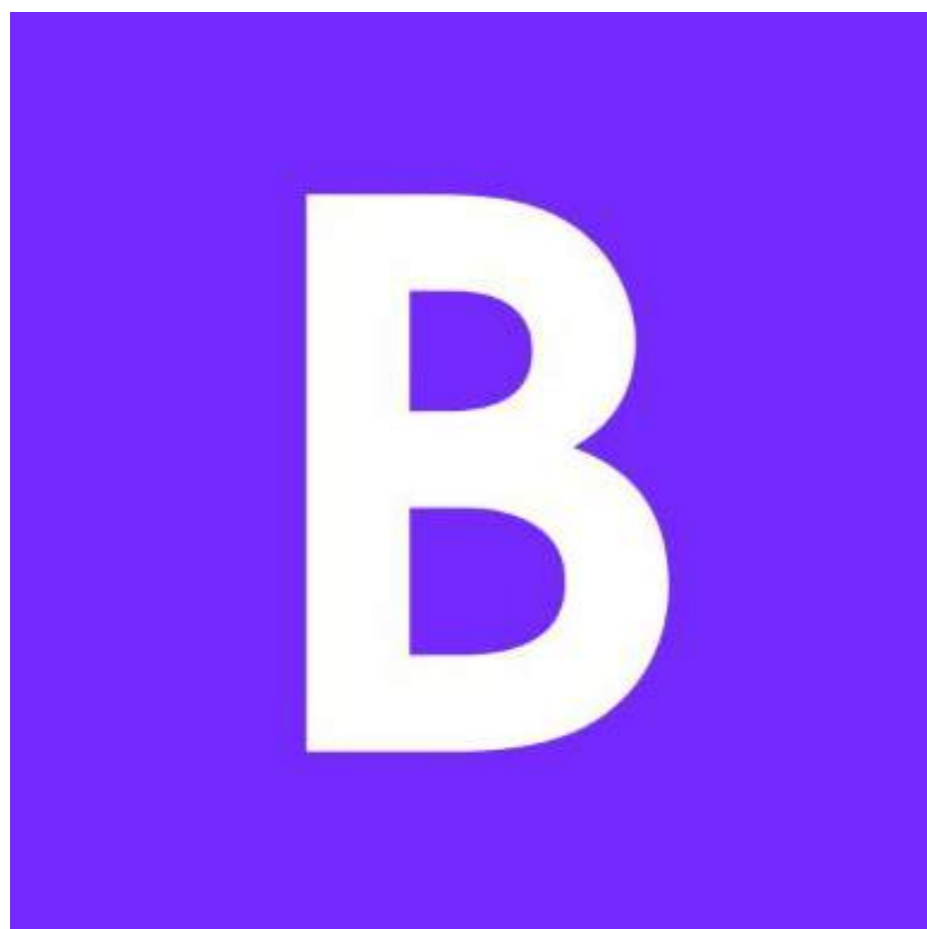
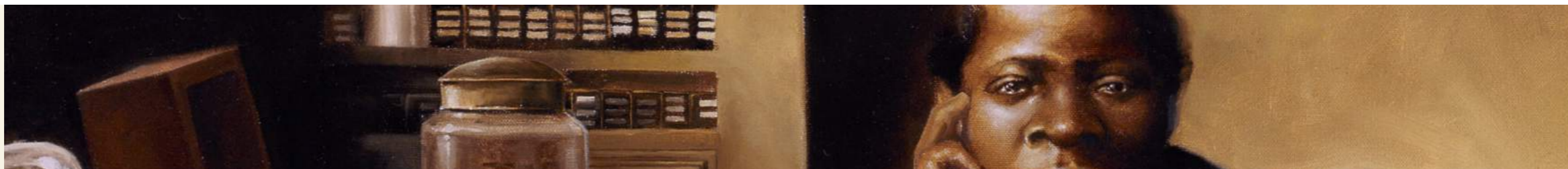
Williams is a serial entrepreneur and award-winning leader within his industry. His work takes the industry a step closer to the future through setting a new trend for data transmission, which will unlock new avenues of communication & connectivity.

Ask About

1. HOW TO REVOLUTIONIZE AN INDUSTRY
 2. HOW TO EMPOWER BRANDS
 3. HOW TO USE TECHNOLOGY FOR CHANGE
-

Tribes

- West Virginia University
- Howard University
- Henry Crown Fellow
- CNBC Disruptor 50
- Proctor & Gamble
- GoldLion15
- Techstars
- Endeavor
- SoLo Funds
- LISNR



Backstage Capital

Creating New Paths to Prosperity

LOS ANGELES, CA

Website



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Backstage Capital minimizes funding disparities in tech by investing in high-potential founders who are people of color, women, and/or LGBT. Since its founding in 2015, it has raised \$10 million and invested in more than 130 companies.

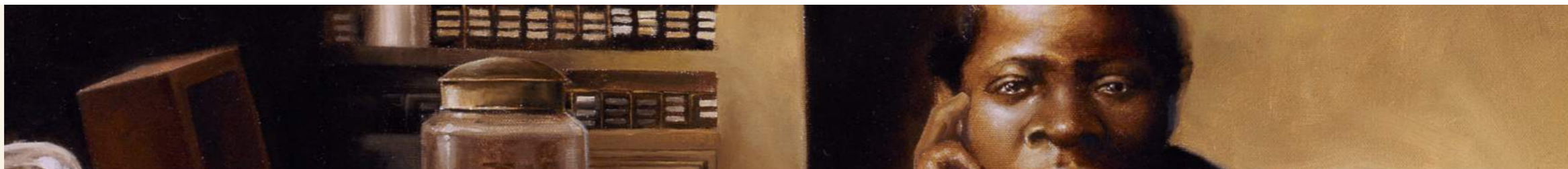
Founder and Managing Partner Arlan Hamilton authored a book, *It's About Damn Time*; has a podcast, *About Your First Million*; and teaches a masterclass, "How to Raise Capital for Your Company From Scratch."

Ask About

1. HOW TO RAISE START-UP CAPITAL
2. HOW TO TURN YOUR LIFE AROUND
3. HOW TO FIND NEW REVENUE STREAMS

Tribes

- Venture Capital
- Impact Investing
- Fast Company
- LGBTQ community
- Underrepresented business founders



Harlem Capital

Creating New Paths to Prosperity
NEW YORK, NY

Website



[Click Here to Share / Tell Someone](#)

Harlem Capital Partners, a venture capital firm whose co-founders were four young Black men, opened its doors in 2015 with an industry-changing vision. Jarrid Tingle, Henri Pierre-Jacques, Brandon Bryant, and John Henry set out with the ambitious goal of raising \$1 billion to fund 1,000 minority and women founders over the next 20 years.

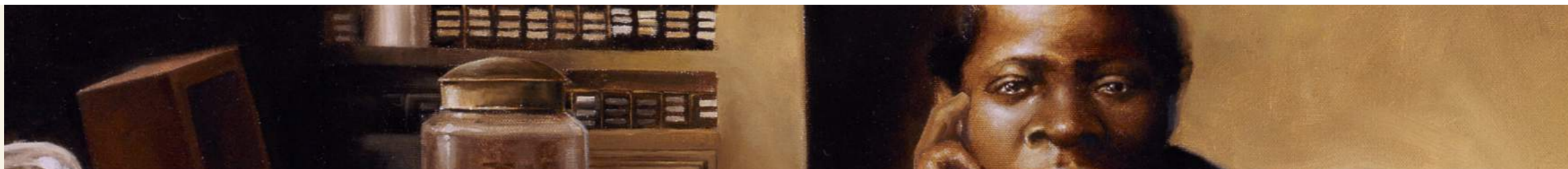
The firm's Managing Partners, Tingle and Pierre-Jacques, both graduated from Harvard Business School, and saw an opportunity to diversify the notoriously insular and homogenous nature of venture funding. Their debut netted a whopping \$40.3 million. Passing their lessons along, their venture also understands the power of branded content.

Ask About

1. HOW TO THRIVE IN A WHITE-DOMINATED FIELD
2. HOW TO PLACE (WINNING) BETS AS THE UNDERDOG
3. HOW TO EDUCATE & EMPOWER THROUGH BRANDED CONTENT

Tribes

- Harvard Business School
- Finance
- Venture Capital
- Entrepreneurship



MaC Venture Capital

Creating New Paths to Prosperity

LOS ANGELES, CA

Website



[Click Here to Share / Tell Someone](#)

Founded by Marlon Nichols (Cross Culture Ventures & Intel Capital), Charles King (MACRO), former mayor of Washington D.C. Adrian Fenty, and investor Mike Palank, MaC Venture Capital is an investment firm with over 100 investments between the founding partners. The firm was created with the merging visions of Cross Culture Ventures and M Ventures in 2019, and has since been calling for change across industries through strategic investments in next generation talents, especially minority founders.

The diverse pool of startups in the firm's portfolio includes minority-run esports platform playVS, digital content studio Brat, sustainability focused thrift store Goodfair and tech and lifestyle brand Blavity for Black millennials.

Ask About

- 1. HOW TO FOSTER GROWTH IN YOUNG BRANDS**
 - 2. HOW TO IDENTIFY CHANGE-MAKERS**
 - 3. HOW TO DEVELOP AN INVESTMENT APPROACH**
-

Tribes

- Technology
- Enterprise
- Finance
- Investments
- Youth Culture
- Entrepreneurship

**KNOWLEDGE
IS POWER.**

TAKE ACTION. WHO ARE YOU RECOMMENDING?

- to advise you, your team or organization through a virtual talk/event
- to keynote programming for conferences
- to serve in your influencer relations efforts
- to fill your candidate pipelines
- to serve as career/personal coaches
- to collaborate in creative campaigns (from the beginning)
- to discuss trends and lessons
- to train & teach others a new skill
- to catalyze your commitments to change

#imallin

blacklist100
2020

Spoken Word Poem

A-head of the School

Kai D. Wright

What you think I work for Diddy,
And ain't pick-up some cool.

They thought I was a student,
But I was a-head of the school.

They told me stay in-line,
I wouldn't follow the ruleS.

Cause I knew then, what I know,
The systems broken, ask me how...

It was very evident, clear as day to see,
That no authority looked like me.

I knew then, what I know,
The systems broken, ask me how...

They wanna tell us to wait outside while they determine our fate,
Houston we have a problem: it's called ethics-gate...

I knew then, what I know,
The systems broken, ask me how...

Marketing, Communication & Design



Daphne (Elizabeth Colomba)

Daphne, a different spin on a Greek myth, where the artist revisits the conventional beauty canon.

These leaders are united in the belief that people should be **audience-centric, empathy-led, and guided by authenticity.**

Combining a mix of communication tools & mediums, this group knows how to modulate messaging and engagement between mass, pop-culture appeal and niche, community-focused resonance.



MARKETING, COMMUNICATION & DESIGN



Besidone Amoruwa, MBA
Paving a way for others



Anderson Bluu
Turning community into commerce



Bonin Bough
Setting new trends



Angela Brown
Turning community into commerce



Keith Cartwright
Guarding Black culture & history



Brandice Daniel
Creating new paths to prosperity



Chloe Williams-Duverge
Owning the narrative



Walter Frye, MBA
Turning community into commerce



Chauncey Hamlett, MBA
Turning community into commerce



Omar Johnson, MBA
Guarding Black culture & history



Nikole Hannah-Jones, MA
Owning the narrative



Monique Nelson
Guarding Black culture & history



Steve Pamon, MBA
Guarding Black culture & history



Christena Pyle
Owning the narrative



Yvette Noel-Schure
Owning the narrative



Bozoma St. John
Guarding Black culture & history



Maya Watson
Owning the narrative



(Team) 600&Rising
Paving a way for others



(Team) JSN Studio
Setting new trends



(Team) Marcus Graham Project
Paving a way for others

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#imallin



Besidone Amoruwa

Paving A Way For Others

LOS ANGELES, CA



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In her time handling Emerging Talent Partnerships at Instagram, Besidone Amoruwa has worked to transform the social media landscape into a more inclusive platform. Her work has helped previously unheard voices of minority groups be heard by the global stage.

Cutting her teeth at roles including Diddy's REVOLT TV and StyleHaul, Amoruwa understands the global power of a living in your truth, forming community, and ensuring others have equal access to the spotlight.

"We're going to see more writers and creatives telling stories that are diverse, inclusive and authentic. I want to be at the forefront," Amoruwa told Hollywood Reporter.

Ask About

1. HOW TO IMPROVE INCLUSIVITY ON SOCIAL MEDIA
2. HOW TO EMPOWER CONTENT CREATORS
3. HOW TO AMPLIFY AUTHENTICITY THROUGH CONTENT

Tribes

- Instagram
- Mount Saint Mary's University
- Revolt Media & TV
- UCLA
- StyleHaul, Inc
- Women SPEAK



Anderson Bluu

Turning Community Into Commerce
WYANDANCH, NY

Website



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Sneaker artist Anderson Bluu built a career upon his talents and passion for streetwear culture. His success in graphic design sets an example for emerging artists, demonstrating that creative ambitions can focus on any subject of passion.

Bluu uses his skills as an illustrator to help other brands and individuals visualize their ideas, as seen in his work for clients ranging from Mitchell to ASICS. Bluu uses his Instagram and TikTok profiles to post artistic tutorials to educate others, making design and creation a more accessible field.

Ask About

1. HOW TO EMPOWER EMERGING ARTISTS
2. HOW TO TURN PASSIONS INTO BUSINESS
3. HOW TO COLLABORATE FOR A CAUSE

Tribes

- St. Thomas Aquinas College
- Footlocker
- Asics
- Mitchell & Ness
- Graphic Artist
- Illustrator



Bonin Bough

Setting New Trends
NEW YORK, NY

Website



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Bonin Bough is a leader in digital marketing with a keen sense on emerging trends. The awarded executive had strategized some of the largest global marketing campaigns including the 3D printed Oreo at SXSW in 2014 to PepsiCo decision to spend \$20 million on community programs rather than Super Bowl commercials.

Bough authored the book “Txt Me: Your Phone Has Changed Your Life. Let's Talk about It” in 2016, exploring the implications of mobile communications on society. Bonin’s impact works to change the way society considers and interprets mobile devices and digital data, and how technology can reshape the way we think.

Ask About

1. HOW TO COMMUNICATE THROUGH TECH
 2. HOW TO IDENTIFY SOCIAL & COMMERCE TRENDS
 3. HOW TO ACCELERATE BRAND GROWTH
-

Tribes

- Hartwick College
- CNBC
- Sundial Brands
- SITO Mobile
- Bonin Ventures
- Author, *Txt Me*
- 40 Under 40, Fortune
- 100 Most Creative People in Business, Fast Company
- Ebony Power 100



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Social Media Strategist Angela Brown knows how to drive engagement through the use of client tone and power in succinct messaging, as seen in the infamous “Popeye’s Chicken Sandwich War” her work orchestrated. The social media strategy brought widespread attention to the restaurant chain’s new menu item, thanks to Brown’s strategic tweet that relied on the authenticity of understanding what moves in social paired with brand that handle being the center of attention.

In just five years in the media industry, Brown had become an expert creating ripples within social media. Her work with a diverse array of brands demonstrates cultural influences and storytelling skills that incite change and growth across multiple industries.

Angela Brown

Turning Community Into Commerce
AUSTIN, TX



Ask About

1. HOW TO RESONATE ON SOCIAL MEDIA
2. HOW TO BLEND PERSONALITY WITH PROFESSIONALISM
3. HOW TO MANAGE FAST-MOVING SOCIAL MEDIA ACTIVITY

Tribes

- The University of Texas
- GSD&M
- Jacaruso Enterprises
- Sammis & Ochoa
- Urban League Volunteer
- Social Media



Keith Cartwright

Guarding Black History & Culture

LOS ANGELES, CA

Website



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Keith Cartwright founded CARTWRIGHT in 2020 to offer a new type of creative agency to consumer brands. The agency is built upon a mission to connect more closely with clients for a personal brand-agency relationship. The creative entrepreneur and agency veteran has been a key player in marketing throughout his career, having previously served as an ECD at 72&Sunny and named to Adweek's 50 Most Creative.

When he isn't breaking ground in the marketing sphere, Cartwright works to better the world. He co-founded civic and social organization Sunday Morning in 2016 to build awareness, promote change, and shift perceptions to promote racial equality.

Ask About

1. HOW TO SHIFT PERCEPTIONS & STEREOTYPES
2. HOW TO ADDRESS DIFFICULT TOPICS IN MARKETING
3. HOW TO BUILD AWARENESS FOR EQUALITY

Tribes

- Syracuse University
- The One Club for Creativity
- Ad Council
- Saturday Morning
- 72&Sunny
- Cartwright
- 50 Top Creatives in Business, Adweek
- Top 10 Most Influential People in Advertising, Campaign Magazine



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Brandice Daniel

Creating New Pathways To Prosperity

NEW YORK, NY

Website



Brandice Daniel has been creating opportunities for multicultural fashion designers since she founded Harlem's Fashion Row in 2007. The organization connects brands partners with emerging designers to provide a voice for creatives in minority groups. Harlem's Fashion Row puts together national events, customized multi-platform programs, and mentorship opportunities to ensure that designers of color can have the same impact and connections as every other designer.

With Daniel's help, designers of all sectors of the fashion industry have fostered connections with notable partners including Google, Wall Street Journal, and the Council of Fashion Designers of America, making business opportunities more accessible to everyone.

Ask About

1. HOW TO FOSTER CONNECTIONS
 2. HOW TO CREATE EQUAL OPPORTUNITY
 3. HOW TO SCALE A FASHION BUSINESS
-

Tribes

- FIT
- Harlem's Fashion Row
- The Great Girlfriends
- TEDx Speaker



Chloe Williams Duverge

Owning The Narrative

NEW YORK, NY



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Chloe Williams Duverge is the Director of Corporate Communications for BET, a role that allows her to give a voice to the innovative content the entertainment company puts out. With experience in programming publicity and executive visibility, Duverge represents the modern marketing professional.

Previously the Senior Manager, Communications & Public Relations for REVOLT MEDIA & TV and in Public Relations for Time Inc. titles Essence & People, Duverge is no stranger to making a voice heard — particularly with voices of lesser-heard groups.

Ask About

1. HOW TO FOSTER DIALOGUE & COMMUNITY THROUGH EVENTS
2. HOW TO EMPOWER THROUGH ENTERTAINMENT
3. HOW TO STEER A MEDIA -SAVVY CONSUMER GENERATION

Tribes

- HBCU (FAMU)
- Essence Communications
- Revolt Media & TV
- BET Networks
- Public Relations
- Communications



Walter Frye

Turning Community Into Commerce

NEW YORK, NY



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Walter Frye uses his role of Vice President, Global Brand Engagement for American Express to develop a personal connection between brand and audience. He has led initiatives with a multichannel approach to demonstrating banking and finance as an accessible field.

While serving on the brand's entertainment team, Frye facilitated & managed premiere partnerships including integrated content & consumer experiences to drive loyalty among card members to demonstrate that all industries can rely on a sense of community.

Ask About

1. HOW TO IMPACT COMMUNITIES THROUGH SHOPPING LOCAL
2. HOW TO GROW SMALL BUSINESSES
3. HOW TO DEVELOP A COMMUNITY BASED ON CONTENT

Tribes

- Harvard Business School
- Yale University
- Prudential Financial
- American Express
- 40 Under 40, Ad Age
- Out100: Boardroom Badasses Who Helped Make Major Change in 2019
- Billboard Power 100



Chauncey Hamlett

Turning Community Into Commerce

MIAMI, FL



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Chauncey Hamlett uses his expertise in the field of marketing to link consumer brands with a call for justice. As the Chief Marketing Officer of PepsiCo's South Division, Hamlett has led initiatives bringing attention to just causes such as a campaign to spotlight frontline workers in local communities during the COVID-19 crisis.

Hamlett has used his platform and marketing experience to promote Black History Month celebrations and spark conversations surrounding social justice. The seasoned brand manager has long helped brands align with culture, including work with Bacardi.

Ask About

1. HOW TO CONNECT WITH AUDIENCES
2. HOW TO EMPOWER FOLLOWERS
3. HOW TO FOSTER GROWTH

Tribes

- University of Oxford
- University of Bridgeport
- Molson Coors
- Bacardi
- Old Nassau Imports
- PepsiCo



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Omar Johnson

Guarding Black History & Culture

LOS ANGELES, CA

Website



Opus United founder Omar Johnson is an expert in bringing together diverse backgrounds and points of view. The former Apple executive with past positions at Beats by Dre and Nike recently shook up Corporate America with a full-page ad in the New York Times with an important anti-racism message. Published in June 2020, the ad reads as an open letter urging brands companies to support Black talent by respecting experiences, relationships, perspectives and insights, rather than profiting from Black culture.

The timely call to action influences all industries to support Black businesses and revolutionize society for a more just and equal future. From commercials to experiences, Johnson's marketing expertise has been influencing culture for ten years.

Ask About

1. HOW TO SUPPORT BLACK BUSINESS
2. HOW TO MAKE A VOICE HEARD
3. HOW TO SUPPORT ALL VIEWPOINTS

Tribes

- Emory University
- Georgia State University
- Nike
- Beats by Dr. Dre
- Apple
- OPUS United



Nikole Hannah-Jones

Owning The Narrative
BROOKLYN, NY

Website



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A Pulitzer Prize-winning reporter, Nikole Hannah-Jones has covered racial injustice for The New York Times Magazine and created the landmark 1619 Project. The project examines the modern legacy of slavery to reframe the way its American history & the contributions of Black Americans to the country have been understood. She has been recognized with honors ranging from being a MacArthur Fellow to a Peabody recipient.

Jones uses her work to force others to recognize the truth of history and our modern age as a means to promote change for a better future. The sociologist and writer has reported on pressing topics ranging from school resegregation to government shortcomings. She co-founded the Ida B. Wells Society for Investigative Reporting in 2016 to mentor emerging reporters of color as they embark on careers to shed light on realities.

Ask About

1. HOW TO OPEN EYES TO REALITIES
2. HOW TO REFRAME HISTORY
3. HOW TO REPORT FOR A BETTER FUTURE

Tribes

- University of Notre Dame
- University of North Carolina
- The News & Observer
- The Oregonian
- The New York Times
- Ida B. Wells Society



Monique Nelson

Guarding Black Culture & History

NEW YORK, NY



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Since 2012, Monique Nelson has focused her efforts on multicultural outreach as chairperson and CEO of UniWorld Group. The award-winning advertising agency demonstrates the value of culturally relevant viewpoints, an approach and philosophy that was recognized with a Posse Star Award, among other accolades, all thanks to Nelson's leadership.

Nelson specializes in globally-integrated marketing programs that drive sales, brand awareness and competitive advantage. Her work has succeeded due to her ability to connect clients with the diverse cultures found in today's marketplace. In addition to pioneering the intersection of marketing and cultural understanding, Nelson has volunteered with the Sequoia Women's Center and Brooklyn Battered Women's Shelter to promote equality.

Ask About

1. **HOW TO MASTER CULTURAL FLUENCY FOR AN ROI**
2. **HOW TO BECOME AN EMOTIONALLY-DRIVE BRAND**
3. **HOW TO FOSTER COMMUNITY FOR COMMERCE**

Tribes

- DePaul University
- Vanderbilt University
- Motorola Inc.
- The Posse Foundation
- Posse Star Award
- Uniworld Group



Steve Pamon

Guarding Black History & Culture

NEW YORK, NY



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Chief Operating Officer of Parkwood Entertainment, Steve Pamon manages facets throughout the diversified media company founded by Beyoncé. He has impacted several of the company's cultural milestones including Lemonade, Homecoming and the Ivy Park athleisure line.

A man behind the scenes in most regards, Pamon's work has helped to assert Beyoncé's creative endeavors as cultural phenomena. His work within entertainment comes on the heels running partnerships and business development for JP Morgan Chase and the NFL. He's been recognized through awards nominations and wins ranging from the Emmy's to NAACP Image awards.

Ask About

1. HOW TO CELEBRATE HISTORY THROUGH ART
2. HOW TO FOSTER CREATIVE TALENT
3. HOW TO EMPOWER WOMEN

Tribes

- Stanford University
- Morehouse College
- NFL
- JPMorgan Chase
- New York Road Runners
- Parkwood Entertainment



Christena J. Pyle

Owning The Narrative
NEW YORK, NY

Website



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Christena J. Pyle became the first Executive Director of Time's Up Advertising in 2019, dedicating her time to build an industry that is safe and fair for all women. Created by 180 female agency leaders, Time's Up Advertising addresses issues of gender inequality and sexual harassment in the advertising industry to promote change for a better future.

Pyle has years of experience championing social justice. When she served as Director of Diversity & Inclusion at Omnicom Group, Pyle executed a company-wide inclusion strategy to retain diverse talent. Similarly, Pyle spent five years as Director of AdColor, promoting diversity and inclusion throughout creative industries.

Ask About

1. HOW TO EMPOWER WOMEN
2. HOW TO PROMOTE SOCIAL JUSTICE THROUGH ADVERTISING
3. HOW TO FOSTER DIVERSITY IN THE WORKPLACE

Tribes

- University of South Florida
- NYU
- ADCOLOR
- 2018 Young Influential, Adweek
- Omnicom
- Advertising Week
- TIME'S UP



Yvette Noel-Schure

Owning The Narrative

NEW YORK, NY

Website



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Yvette Noel-Schure is a self-made entrepreneur whose career may serve as a model for women everywhere. Best known as Beyoncé's long-time and trusted publicist, Noel-Schure has represented notable music icons including John Legend, Leann Rimes, Prince, and Mariah Carey.

While her success has been entirely built upon her persistence, business savvy and expertise in the music field, Noel-Schure's most notable trait is the passion and dedication she pays to every client. Her work can serve as an example for music industry professionals as well as future professionals across fields, proving that communities foster success.

Ask About

1. HOW TO THRIVE IN A MALE-DOMINATED FIELD
 2. HOW TO EMPOWER OTHERS FOR SUCCESS
 3. HOW TO BUILD A COMMUNITY
-

Tribes

- Sony Music Entertainment
- Schure Media
- Beyonce
- Entrepreneur



Bozoma (Boz) St. John

Guarding Black Culture & History
BEVERLY HILLS, CA



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Netflix's newest C-suite member, Bozoma (Boz) St. John, was formerly Endeavor's CMO & Uber's Chief Brand Officer. She now joins Netflix as their CMO, adding to a long history of disruption in one category after another since her days at PepsiCo working with Beyonce. In her last role at Endeavor, St. John oversaw creative marketing operations for a range of brands across entertainment, sports and fashion, including WME, IMG, Miss Universe, and UFC.

St. John launched the #sharethemic campaign, an initiative working to amplify the voices of Black women throughout the entertainment industry.

St. John's influence has earned her mentions including one of Fortune's Most Influential CMOs, Black Enterprise's Most Powerful Women in Business and one of Ebony's 100 Powerful Executives, as she continues to spark cultural conversations on meaningful impact.

Ask About

1. HOW TO EMPOWER WOMEN
 2. HOW TO MAKE A VOICE HEARD
 3. HOW TO PROMOTE GENDER EQUALITY
-

Tribes

- Wesleyan University
- Apple
- Endeavor
- Netflix
- Billboard's Women in Music Hall of Fame
- Most Creative People, Fast Company
- 100 Powerful Executives, Ebony
- Most Influential CMOs, Fortune



Maya Watson

Owning The Narrative

LOS ANGELES, CA



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Currently a Director of Social Media for Netflix, Maya Watson has held previous titles including Vice President of Marketing and Social Media for the Oprah Winfrey Network and a director at Harpo studios — a role that earned her an Emmy for social TV in 2013 — after starting her career as Regional Field Director for Barack Obama’s Presidential campaign in 2008 for ESPN networks and CBS Television.

Watson has proven through her quick rise through ranks throughout her career that perseverance and self-belief foster success. At Netflix, she empowers others to own their narrative by her management of the Strong Black Leads platform.

Ask About

1. HOW TO THRIVE IN A MALE-DOMINATED FIELD
2. HOW TO FOSTER TEAM SPIRIT OF ACHIEVEMENT
3. HOW TO EMPOWER PEOPLE OF COLOR

Tribes

- Northwestern University
- Indiana University South Bend
- Harpo Productions
- OWN
- Netflix
- Obama For America



SIX HUNDRED & RISING

600&Rising

Paving A Way For Others
NEW YORK, NY

Website



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Nathan Young and Bennett D. Bennett founded 600&Rising to advocate for the advancement of Black talent in advertising. The young nonprofit organization takes its name from an open letter with over 600 advertising professionals signatories demanding racial justice over the status quo.

600&Rising recently launched the #CommitToChange initiative to bring attention to diversity within the advertising industry. Companies participating in the initiative must publicly share their internal diversity data broken down by gender identity, race, seniority and department. The organization's impact is steadily growing as it continues to shed light on the issue of inclusion.

Ask About

1. HOW TO MAKE BLACK VOICES HEARD
2. HOW TO FOLLOW CREATE ACCOUNTABILITY
3. HOW TO RALLY OTHERS TO JOIN A CAUSE

Tribes

- Advertising
- Marketing
- Brand Leadership
- Design
- Creativity
- Agency Management



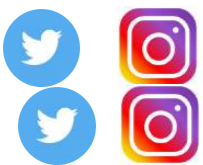
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JSN STUDIO

Jason Bolden & Adair Curtis

Setting New Trends
LOS ANGELES, CA

Website



Jason Bolden and Adair Curtis bring attention to opinionated culture shifters through JSN Studio, a multidisciplinary company that specializes in designing interiors, products, and fashion. The couple are partners in both marriage and business, using their platform to set an example for emerging creatives to shift ideas and make way for a more equal future.

Their 2019 Netflix reality series “Styling Hollywood” is the first reality show centered around a gay, Black male couple. Revered for its authenticity, the series gives viewers insight into their lives as Bolden styles clients for red carpet events and Curtis renovates & decorates celebrity homes. With their fearless approach to creative entrepreneurship, Bolden and Curtis set a stage for a new wave of change-makers.

Ask About

1. HOW TO EMPOWER ASPIRING DESIGNERS
2. HOW TO TURN CREATIVITY INTO BUSINESS
3. HOW TO FOSTER EMERGING TALENT

Tribes

- Netflix, *Styling Hollywood*
- Interior Design
- Product Design
- Fashion
- Creatives
- Lifestyle



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Marcus Graham Project

Paving A Way For Others
DALLAS, TX

Website



Co-founders Lincoln Stephens and Larry Yarrell set out to introduce a new set of faces in marketing and advertising when they created the Marcus Graham Project, named after the legendary character played by Eddie Murphy in Boomerang. Built upon a goal of inspiring change in the industry and wider community, the Marcus Graham Project works with a diverse pool of aspiring creative, strategy, and media professionals to help solidify exposure and tools necessary for a successful career.

The nonprofit recently launched a service to help connect companies and agencies with Black marketing and media talent or Black-owned agencies, Locomotus. With this resource, the Marcus Graham Project works to transform the landscape of the advertising industry from the inside.

Ask About

1. HOW TO SOURCE DIVERSE TALENT
 2. HOW TO EVOLVE AN INDUSTRY
 3. HOW TO BUILD A NETWORK
-

Tribes

- Marketing
- Advertising
- Social Media
- Youth Development
- Career Development
- Community Development

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IS POWER.**

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#imallin

blacklist100
2020

Spoken Word Poem

Culture Storm

Kai D. Wright

Storm culture like a Mad Man,
Yank it out of thin air and make it stop,

Have every body bodied like Beyonce,
Waiting for the next thing to drop.

I'm about to lose control like Janet,
If this rhythm doesn't make you rock...

The m*therf*cking slow boat, tip it,
Turn it, on it's side;

Forget about the sails in that sailboat,
We won't need them — glide over tides.

We gotta move at the speed the People set,
Time to level-up to super-sonic.

So get uncomfortable and then on a roll, saying "yes" to everything,
Cause we ain't stopping until the equity turns green.

Media, Arts & Entertainment



Sempre Libera (Elizabeth Colomba)

Matilda Sisseretta Joyner Jones, an American Soprano, became the first Black person to sing at the Music Hall in New York and is recognized as the “most well known and highly paid” African American performer of her time (1895).

This category contains people who steer the narrative from the barbershop to corner store, concert arena to movie screen, and museum galleries to home kitchen table. Each of these **masterful storytellers** use a mix of mediums — art, film, music, branded content, dance, photography, fashion — to fully express their points of view of living in a world where challenging the status quo is a recurring theme.



MEDIA, ARTS & ENTERTAINMENT



Tuma Basa
Owning the narrative



Whitney-Gayle Benta
Turning community into commerce



Renae Bluit
Owning the narrative



Jessica Bell Brown, PhD
Owning the narrative



Maverick Carter
Creating new paths to prosperity



Sarah Cooper
Owning the narrative



Mesfin Fekadu
Owning the narrative



Jalaiah Harmon
Setting new trends



Jonathan Jackson
Owning the narrative



Jamar Jones
Guarding Black culture & history



Shantell Martin
Owning the narrative



Tyler Mitchell
Guarding Black culture & history



Delane Parnell
Turning community into commerce



Sam Selolwane
Setting new trends



Justin Simien
Owning the narrative



Hank Willis-Thomas, MFA
Owning the narrative



Talitha Watkins
Setting new trends



Carlos Watson, JD
Owning the narrative



(Team) JaQuel Knight & Chris Grant
Guarding Black culture & history



(Team) 2018 — 2019 Beauty Queens
Paving a way for others

**KNOWLEDGE
IS POWER.**

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Tuma Basa

Owning The Narrative
NEW YORK, NY



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Tuma Basa became Director of Urban Music at Youtube after spending six years as the Global Programming Head of Hip Hop for Spotify where he led the rebranding of one of the most popular playlist, RapCaviar.

Basa was a founding team member of Diddy's REVOLT TV, restoring music to cable television through the new music & culture channel. His growth through the entertainment industry has uniquely prepared Basa to help define culture through lyrics, sound, and motion. He serves as a representative for society and culture, connecting individuals with the art that influences our time.

Ask About

1. HOW TO IMPACT THE FUTURE WITH MESSAGES THROUGH MUSIC
2. HOW TO TELL A STORY THROUGH A PLAYLIST
3. HOW TO FIND & NURTURE EMERGING TALENT

Tribes

- University of Iowa
- NYU
- Youtube
- Spotify
- REVOLT TV
- Music



Whitney Gayle-Benta

Turning Community Into Commerce

NEW YORK, NY



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Well-loved by music artists and executives, Whitney-Gayle Benta is a music & entertainment industry executive with a skillset in making connections turn into commerce. As the Head of Talent Relations at Spotify, she brings together her extensive music industry know-how and programming strategies to connect audiences with creators & content they want to hear that matter in the moment.

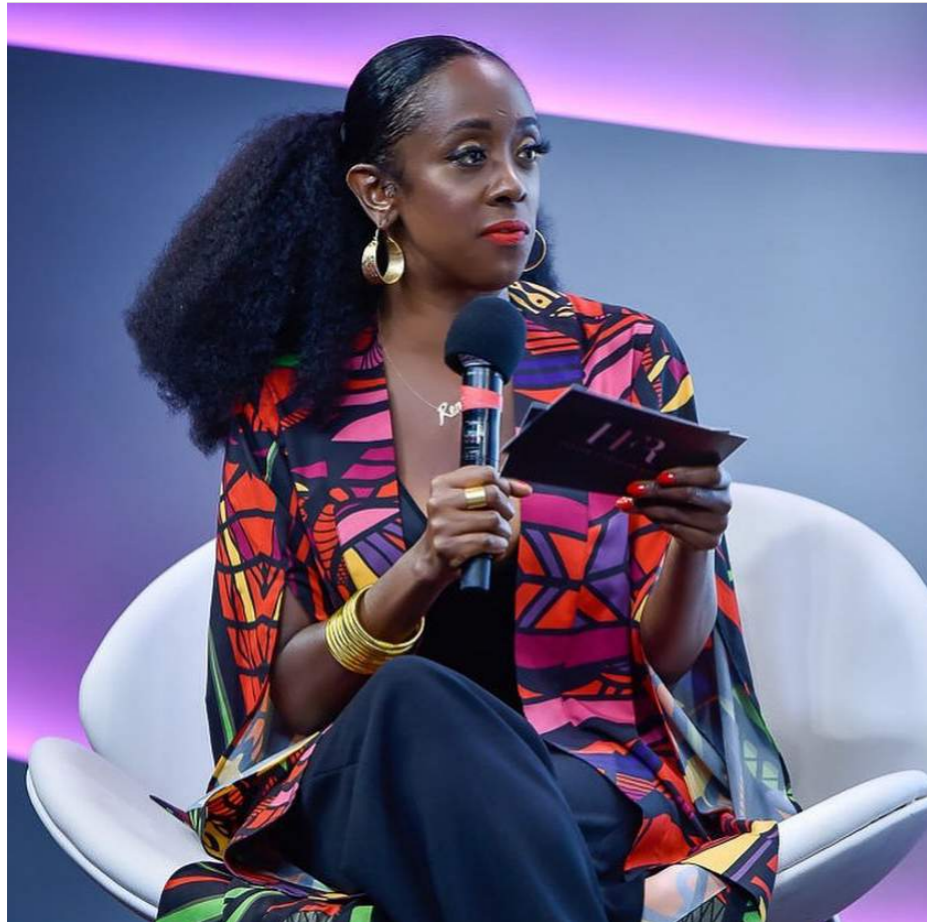
The music veteran spent a decade at MTV News ushering in the careers of acts like Lady Gaga while keeping grounded in her HBCU roots as a Superman alumna. Through her work, Benta builds communities that foster growth through a shared dedication to arts and entertainment.

Ask About

1. HOW CREATE A COMMUNITY THROUGH MUSIC
2. HOW TO THRIVE IN A MALE-DOMINATED FIELD
3. HOW TO MAKE AN IMPACT WITH ENTERTAINMENT

Tribes

- Spelman College
- Spotify
- REVOLT TV
- Delta Sigma Theta
- Sigma Alpha Iota
- Billboard Magazine



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Renae Bluitt

Owning The Narrative
BROOKLYN, NY

Website



Whether through filmmaking or marketing, Renae Bluitt has dedicated her career to sharing women's authentic stories. The creative entrepreneur advocates for accurate representation in the media, and with this aim launched the blog “In Her Shoes” to highlight Black women leaving their mark on the world. Her latest film project “She Did That” takes Netflix’s audience on a journey to explore entrepreneurship through the lens of Black women across industries.

Through her work, Bluitt ensures untold stories are heard, to celebrate accomplishments of a demographic that isn’t often discussed nor exalted. She tells stories in an engaging manner, through individual perspectives to allow audiences to meet important and inspiring figures who are impacting the world.

Ask About

1. HOW TO CAPTURE A “JOURNEY” IN CONTENT
 2. HOW TO BE HEARD & DELIVER A CLEAR POV
 3. HOW TO FOSTER EMERGING TALENT
-

Tribes

- Illinois State University
- Netflix
- In Her Shoes Blog
- Crush Media
- Edelman
- Black Weblog Awards



Jessica Bell Brown

Owning The Narrative

NEW YORK, NY

Website



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As Associate Curator of Contemporary Art at The Baltimore Museum of Art, Jessica Bell Brown is an expert in storytelling. In 2012, she collaborated with filmmaker Terence Nance and The Museum of Contemporary African Diasporan Arts on an exhibition called *Loop* examining current social, political, and aesthetic concerns through a survey of experimental video works.

To continue artistic discussion of social justice through art, Brown co-founded the Black Art Incubator in 2016 to facilitate connections between artists, administrators, curators and writers based in New York through social and cultural programming. The project fosters collaboration and the exchange of ideas to support the growth of art that engages the community and sparks discussion.

Ask About

1. HOW TO SPARK CONVERSATION
 2. HOW TO SUPPORT ART
 3. HOW TO FOSTER CONNECTIONS
-

Tribes

- Northwestern University
- Princeton University
- The Baltimore Museum of Art
- MoCADA
- Black Art Incubator
- MoMA
- Mellon Museum Research Consortium Fellow



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Maverick Carter

Creating New Pathways to Prosperity

CLEVELAND, OH

Website



As a long-time business partner to LeBron James, Maverick Carter has helped build an empire, with past successes including negotiating James' 2014 Nike deal. Now, the two entrepreneurs recently launched a new entertainment company called SpringHill. Named after the Akron apartment complex where James lived as a child, Springhill has already raised \$100 million in funding. During the pandemic, Springhill partnered with XQ Institute to produce a virtual commencement ceremony called "Graduate Together: America Honors the High School Class of 2020," hosted by James with addresses by President Obama and Malala Yousafzai.

Carter's career has been defined by helping others achieve greatness. He continues to use his celebrity and platform to promote change, particularly through helping to create the organization More Than a Vote, to inspire individuals across the country to make their voices heard through voting.

Ask About

1. **HOW TO EMPOWER OTHERS TO REACH THEIR FULL POTENTIAL**
2. **HOW TO INSPIRE CHANGE**
3. **HOW TO SUPPORT TALENT**

Tribes

- University of Akron
- UNINTERRUPTED
- Spring Hill Entertainment
- Starz
- XQ Institute
- More Than a Vote
- Disney
- NBC



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Comedian and author Sarah Cooper gained popularity through viral TikTok videos lip-syncing Donald Trump. Her videos achieved millions of views, which landed the comedienne with features on The Tonight Show and Ellen. Due to the popularity of her comedic videos, Cooper recently signed with William Morris Entertainment.

Through her comedy, Cooper has brought political issues to the attention of new audiences in an accessible manner, helping the nation cope in an age of COVID-19 reality.

Sarah Cooper

Owning The Narrative
NEW YORK, NY

Website

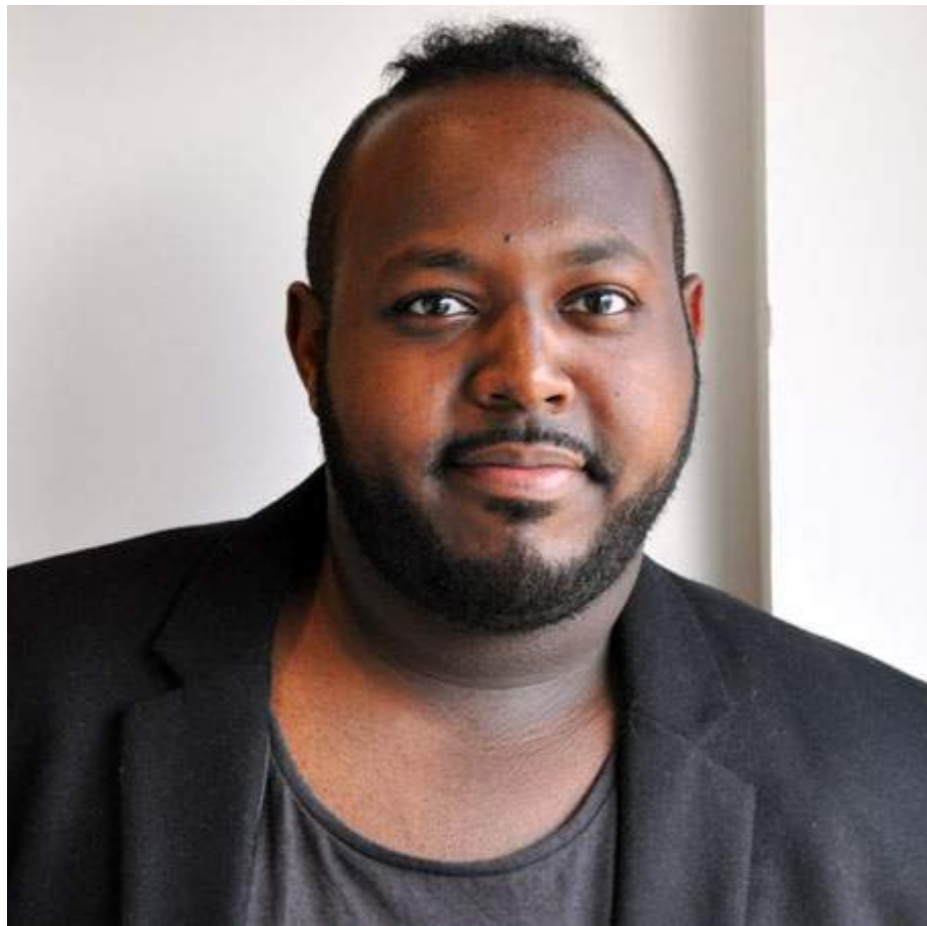


Ask About

1. HOW TO USE COMEDY FOR A CAUSE
2. HOW TO INTERSECT POLITICS WITH COMEDY
3. HOW TO MAKE POLITICS ACCESSIBLE

Tribes

- Google
- Yahoo!
- William Morris Entertainment
- Author, *100 Tricks to Appear Smart in Meetings*
- Author, *Be Successful Without Hurting Men's Feelings*
- TheCooperReview.com



Mesfin Fekadu

Owning The Narrative
NEW YORK, NY



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An entertainment editor for Associated Press, and music connoisseur, Mesfin Fekadu covers timely news topics with engaging angles. Usually on the scene, Fekadu reports on topics ranging from festivals, awards, and executive moves to social equity through the lens of entertainment.

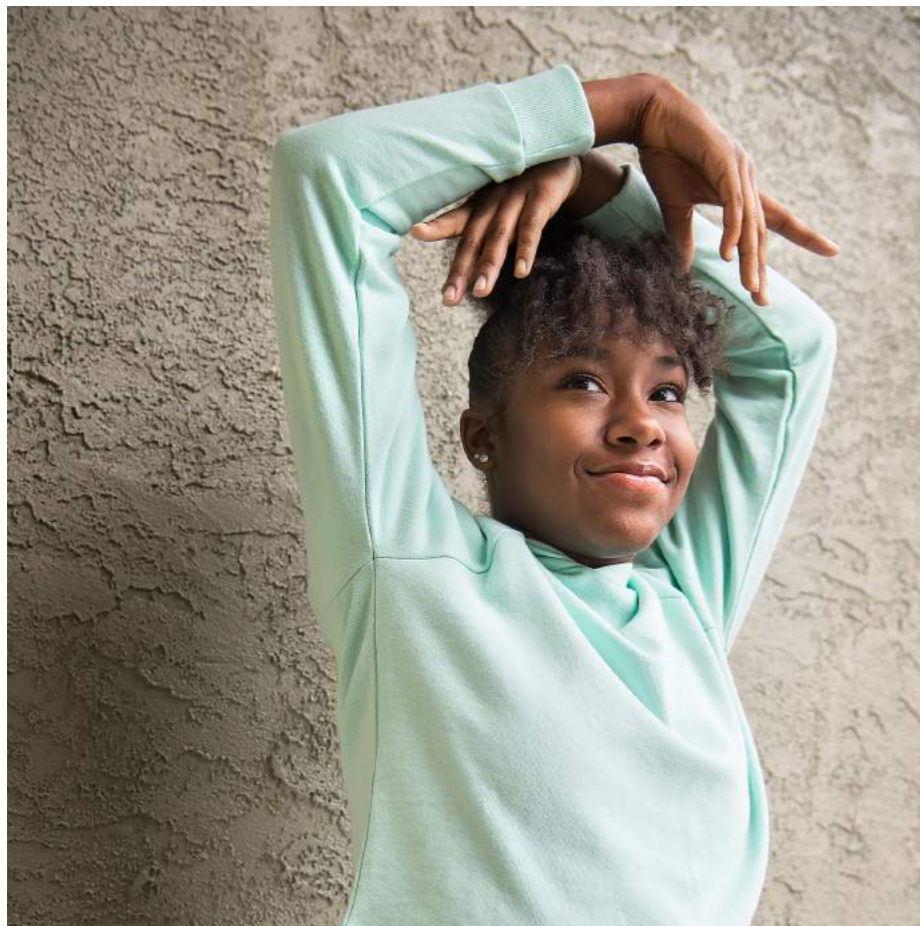
Fekadu's work is as insightful as it is informative. His work demonstrates expertise in driving a conversation and promoting ideas, as well as dissecting the system of the music industry and its impact on culture & society.

Ask About

1. HOW TO DISCUSS SOCIAL EQUITY
 2. HOW TO SPARK CONVERSATION ART
 3. HOW TO PROMOTE NEW IDEAS
-

Tribes

- St. Peter's College
- Associated Press
- MTV
- Los Angeles Press Club
- MSNBC
- Society for Features Journalism
- Emma Bowen Foundation



Jalaiah Harmon

Setting New Trends
ATLANTA, GA

Website



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Despite her young age of 14, Jalaiah Harmon has sparked an important conversation about credit in arts. A dancer trained in hip-hop, ballet, lyrical, jazz and tap, the teenager shared an original dance she choreographed, the Renegade, in social media in 2019, not anticipating the reach of the dance's influence. The sequence went viral and Harmon's dance became a cultural phenomenon, though Harmon herself originally garnered no recognition.

Harmon took it upon herself to assert her role as the Renegade's choreographer and did not stop until she achieved appropriate recognition. She ultimately got in touch with a reporter who ultimately wrote a profile of Harmon for the New York Times. Harmon has now not only earned the recognition she deserves for her choreography, but has also worked to shed light on an ongoing issue of Black creatives not receiving recognition for their culturally relevant content.

Ask About

1. HOW TO ADVOCATE FOR YOURSELF AS A YOUTH
 2. HOW TO FORSTER (GLOBAL) UNITY THROUGH DANCE
 3. HOW TO RECOGNIZE & CREDIT ARTISTS
-

Tribes

- Ellen Degeneres Show
- Atlanta Falcons
- NBA
- New York Times



Jonathan Jackson

Owning the Narrative

NEW YORK, NY

Website



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Jonathan Jackson is a media and culture writer, speaker, and strategist. A co-founder of Blavity Inc., former Editor-in-Chief at Red Table Talk Enterprises and former director of LinkedIn's Influencer Program, Jackson currently sits on the Nielsen African-American External Advisory Council, Sparks & Honey Global Advisory Board, and HBCU.VC.

He researched Black cultural influence in marketing and advertising as a Harvard fellow, and has lectured at Harvard Business School, Moody's, and the United Nations. Whether it's writing, speaking, or teaching (see his course on LinkedIn Learning about marketing to diverse audiences), he is always well-informed and ready with a sharp point of view.

Ask About

- 1. HOW TO MARKET TO DIVERSE AUDIENCES**
- 2. HOW TO WORK WITH INFLUENCERS**
- 3. HOW TO SUPPORT DIVERSITY IN VC**

Tribes

- Washington University in St. Louis
- Red Table Talk Enterprises
- Nieman-Berkman Klein Fellow
- Harvard University
- Blavity Inc.
- NBMBA



Jamar Jones

Guarding Black Culture & History

MANSFIELD, TX

Website



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Jamar Jones is a musical director, composer, and musician who has worked on Rihanna's Savage x Fenty Show, the BET Awards, the Soul Train Awards, and the NAACP Image Awards, to name a few of his music moments. Through his musical work, Jones aims to make the world a less stressful place, and through his new initiatives he aims to make the music industry a more accessible place.

Jones founded the Jamar Jones Institute in 2018 to address societal and social stressors affecting individuals, families and communities at-large through performing arts education. The institute uses art to entertain, educate and empower, to support growth for necessary impact on the future.

Ask About

1. HOW TO EMPOWER WITH MUSIC EDUCATION
2. HOW TO BUILD A CAREER AS A MUSICIAN
3. HOW TO ADDRESS SOCIETAL ISSUES THROUGH ART

Tribes

- Ashford University
- University of Texas at Arlington
- Jamar Jones Institute of Music
- BET Awards
- NAACP Image Awards
- Soul Train Awards



Shantell Martin

Owning The Narrative

JERSEY CITY, NJ

Website



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Visual artist Shantell Martin is known for her signature black and white drawings, which have been widely displayed in locations including New York, Miami, San Francisco and Denver. Her work explores themes from intersectionality to identity, aiming to facilitate cultural discussions about the connections between art, education, design, philosophy and technology. Her newest book, *Lines*, is a journey through her global travels, exploration of artistic styles, and celebration of past collaborations that have spanned Lincoln Center, Tiffany's, Puma, and charitable projects such as the Black Ball for Keep a Child Alive.

Recently Martin sparked a conversation about the fight for social justice when she shared a client request for a mural via Twitter. The artist was asked to create a mural for the Black Lives Matter movement with a tight turnaround to present the work while BLM protests were still relevant. Martin shared this on Twitter, reminding her audience that the movement's relevance goes beyond trending discussions. "Supporting equality only when it's popular is in itself a form of racism," she wrote.

Ask About

1. HOW TO OPEN MINDS WITH ART
2. HOW TO IMPACT THE FUTURE THROUGH DISCUSSION
3. HOW TO FOSTER CONNECTIONS

Tribes

- Camberwall College of Arts
- MIT Media Lab
- MoCADA Museum
- Author, *Lines*
- NYU
- Brown Institute for Media Innovation
- New York City Ballet



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Tyler Mitchell made history as the first Black photographer to shoot a cover of American Vogue in 2018, when the now 25-year-old artist was selected to photograph Beyoncé for the magazine’s September Issue. The Smithsonian National Portrait Gallery then acquired a portrait from the series for its permanent collection.

A pioneer in his field, Mitchell is one of the most influential and closely watched young talents in contemporary art. He recently received the prestigious Gordon Parks Fellowship, and will embark on a new project that will reflect on the photojournalist’s themes of representation and social justice.

Tyler Mitchell

Guarding Black Culture & History
BROOKLYN, NY

Website



Ask About

1. HOW TO INCITE CHANGE THROUGH ART
2. HOW TO SPARK EMOTION IN IMAGERY
3. HOW TO CAPTURE A MOVEMENT IN PHOTOS

Tribes

- Vogue Magazine
- The Smithsonian
- Gordon Parks Fellow
- Business of Fashion 500
- Forbes 30 Under 30
- British Fashion Awards New Wave Creatives
- The Artsy Vanguard



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Delane Parnell

Turning Community Into Commerce

LOS ANGELES, CA

Website



After becoming the youngest Black venture capitalist in the U.S. with IncWell, Delane Parnell joined the esports sector and founded PlayVS. He currently serves as the company's Chief Executive Officer, working to make esports accessible to all.

PlayVS is venture-backed startup that raised nearly \$100 million in funding (in under 18 months) atop an extensive user base of young individuals. The company is unique in its field as it is the only place where high school esports is recognized with varsity letters, eligibility requirements, leagues and state championships. PlayVS allows young adults to turn a hobby or a passion into a nurturing extracurricular, using sports and technology to impact the next generation.

Ask About

1. HOW TO IMPACT THE NEXT GENERATION THROUGH GAMING
2. HOW TO POSITIONS AN IDEA THAT EVERYONE WANTS IN ON
3. HOW TO EMPOWER YOUNG TALENT

Tribes

- PlayVS
- Rocket Fiber
- IncWell
- Forbes 30 under 30
- NFHS
- San Francisco 49ers



Sam Selolwane

Setting New Trends

NEW YORK, NY



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As Senior Vice President of Urban Promotion for RCA Records, Sam Selolwane works with the music industry's most innovative, passionate, and forward-thinking figures, helping to connect artists with audiences.

Despite her busy career, Selowane finds time to give back to the community. She works closely with St. Jude's Children's Research Hospital to provide mentorship to students in the New York area. Selolwane's impressive actions in her career and beyond have earned her recognitions including Billboard Magazine's Top 40 Under 40 and a mention on Variety's 2020 New York Women's Impact Report. Always current on culture, her eye as a hype beast is well-attuned to setting trends in style through a chic streetwear that blends authenticity and purpose.

Ask About

1. HOW TO THRIVE IN A MALE-DOMINATED FIELD
2. HOW TO CONNECT ARTISTS WITH AUDIENCES
3. HOW TO SUPPORT NEW IDEAS

Tribes

- Morgan State University
- RCA Records
- Jive Records
- St. Jude Children's Research Hospital
- Variety Magazine Hitmaker
- Billboard's Top 40 Under 40



Justin Simien

Owning The Narrative

LOS ANGELES, CA

Website



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Filmmaker and writer Justin Simien uses satire to address issues of racial tensions, identity, gender and class in today's society.

First a film and later a series, Simien's *Dear White People* reached the world through Netflix, stirring a necessary conversation about social equity. His comedic approach allows viewers an accessible approach into a deep topic to share a story with a diverse audience. The much-needed perspective on Black students on-campus is figurative for the struggle between assimilation (into White and Black culture) versus freedom of expression.

Ask About

1. HOW TO REACH MULTIPLE AUDIENCES
2. HOW TO USE COMEDY TO SPARK CONVERSATION
3. HOW TO ADDRESS SOCIETAL ISSUES

Tribes

- Chapman University
- Netflix
- Participant Media
- Sundance Film Festival
- Sony Pictures Entertainment
- Variety's 10 Directors to Watch
- San Francisco International Film Festival



Hank Willis-Thomas

Owning The Narrative

NEW YORK, NY

Website



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Hank Willis-Thomas illustrates ideas and vantage points through art, creating conceptual works with themes related to perspective, identity, commodity, and representation of Blackness in media & society. His works have been displayed around the world in institutions including the David Zwirner Gallery in New York, the Museum of Modern Art in New York, Guggenheim Museum in Bilbao and the Witte de With Center for Contemporary Art in the Netherlands. Addressing social systems that perpetuate inequality and bias through photography and mixed media has earned Willis-Thomas a renown in the arts community, as well as recognition from fellow change-makers including Beyoncé.

In a recent work, the artist projected statements of incarcerated individuals onto the U.S. Department of Justice building in Washington D.C. The mixed media, conceptual performance work projected an 11-minute loop over 60 minutes to bring the issue of improper health and safety measures in prisons during the COVID-19 pandemic to light. The work is an excellent example of Willis-Thomas' use of visual arts to discuss social justice, building on roots from works like Question Bridge on male identity.

Ask About

1. HOW TO MAKE A CHANGE THROUGH ART
 2. HOW TO ADDRESS SOCIAL INJUSTICE
 3. HOW TO VISUALIZE AN IDEA
-

Tribes

- NYU
- California College of the Arts
- Witte de With Center for Contemporary Art
- David Zwirner Gallery
- MoMA
- Guggenhei Museum



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Talitha Watkins

Setting New Trends
LOS ANGELES, CA



Talitha Watkins has devoted her career in the entertainment industry to ensuring diversity and equal representation in tough, challenging roles from movie studios to talent management. Watkins currently serves as a Talent Agent for Creative Artists Agency and previously spent six years as Vice President of Multicultural Marketing at Universal Pictures, managing franchises like the Fast & the Furious. Watkins helps CAA to build out its multicultural capabilities and provides insights on diverse markets to its clients.

The talent agent creates opportunities for diverse talent, and leads research to determine where the industry must grow. Her studies have determined that inclusive castings have increased in the past five years from 22% to almost 30%. Watkins' contributions to the industry are creating a new level of cultural awareness.

Ask About

1. HOW TO REACH A DIVERSE AUDIENCE IN ENTERTAINMENT
2. HOW TO LAUNCH A BLOCKBUSTER MEDIA FRANCHISE
3. HOW TO ACE BRAND MANAGEMENT OF PEOPLE/TALENT

Tribes

- Temple University
- CAA
- Universal Picture
- Telepictures Productions Inc
- Essence Magazine Top 75 Women in Hollywood
- Caribbean Heritage Organization



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Carlos Watson has built his diverse career around a dedication to information. Formerly a news anchor for both CNN and MSNBC, Watson co-founded modern media company OZY in 2013 to deliver fresh news and ideas for the Change Generation — an audience of millennials and Gen X’ers who want to learn about topics that might not be covered by traditional media outlets.

With a focus on the “new and the next,” Watson’s platform put together a compilation of 86 “angelic troublemakers” who work to reset the world through activism, politics, entrepreneurship, journalism, research, academics and entertainment. OZY’s initiative gives a platform for those promoting change.

Carlos Watson

Owning the narrative
MOUNTAIN VIEW, CA

Website



Ask About

1. HOW TO NURTURE A RENAISSANCE SPIRIT
2. HOW TO IDENTIFY & ACT ON TRENDS
3. HOW TO SCALE COMMUNITY

Tribes

- Harvard University
- Stanford University
- CNN
- MSNBC
- Gracie Allen Award
- Accolade Award



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JaQuel Knight and Chris Grant presented a masterclass in African American culture through dance when the team choreographed Beyoncé’s famous 2018 Coachella performance, Homecoming. Better known as Beychella. Bringing together styles of dance ranging from flexing to stepping, the performance was themed around Historically Black Colleges and Universities and embraced the distinctive culture of a community full of energy, personality, and most important, swagger.

As a result, the performance became a cultural phenomenon, uniting audiences of all ages around an instant classic in the canon of festival and/or concert performances. The following year, Homecoming was the subject of a Netflix documentary, telling the story of the evolution of the moment in time from concept to cultural movement, and how their long-time collaborative spirits collectively lead to creativity being applied strategically.

JaQuel Knight & Chris Grant

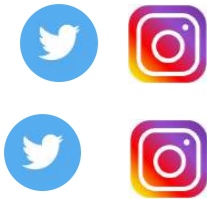
Guarding Black Culture & History
MULTIPLE CITIES

Ask About

1. **HOW TO MASTER THE ART OF STORYTELLING**
 2. **HOW TO CELEBRATE HERITAGE THROUGH ART**
 3. **HOW TO CREATE A RIPPLE IN HISTORY**
-

Tribes

- Dance
- HBCU culture
- Festival
- Beyonce
- Netflix
- CoachellaBeychella





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2018 — 2019 Beauty Queens

Paving a Way for Others

The Miss America beauty pageant crowned four concurrent Black beauty queens: Nia Franklin (Miss USA 2018), Cheslie Kryst (Miss USA 2019), Kaliegh Garris (Miss Teen USA 2019), and Zozibini Tunzi (Miss Universe 2019). The accomplishments of these young women, along with global pageant winners Zozibini Tunzi, Miss Universe 2019 and Toni-Ann Singh Miss World 2019, demonstrate a growing passion for diversity and inclusion worldwide.

Each of these pageant winners have used their celebrity to promote change in several areas. An opera singer, Franklin advocates for the advancement of arts, while Kryst uses her power as an attorney to provide pro bono legal work to those in need. Tunzi has used her platform to engage in the fight against gender-based violence, and Singh works to empower young women to raise awareness and funds in aid of humanitarian causes.

Ask About

1. HOW TO INSPIRE CONFIDENCE IN YOUNG WOMEN
 2. HOW TO PLAY AN ACTIVE ROLE
 3. HOW TO EMPOWER FOLLOWERS
-

Tribes

- Education
- Humanitarian Efforts
- The Arts
- Leadership & Motivation

**KNOWLEDGE
IS POWER.**

TAKE ACTION. WHO ARE YOU RECOMMENDING?

- to advise you, your team or organization through a virtual talk/event
- to keynote programming for conferences
- to serve in your influencer relations efforts
- to fill your candidate pipelines
- to serve as career/personal coaches
- to collaborate in creative campaigns (from the beginning)
- to discuss trends and lessons
- to train & teach others a new skill
- to catalyze your commitments to change

#imallin

blacklist100
2020

STEM & Healthcare



Four Elements, Five Senses (Elizabeth Colomba)

Four elements & five senses is an allegory of the elements (fire, water, air, and earth) and senses (sight, hear, smell, touch, and taste).

Whether in the lab with beakers, classroom with students, boardroom with R&D and investors, or on a yoga mat, this unique group of leaders push the bounds of possibility to dream of **a tomorrow they can invent or manifest**. This group have learning the science of risk-taking, and pledged to free their mind of constraints in order to move society or self forward through healing, acceptance, and living a healthier life.



STEM & HEALTHCARE



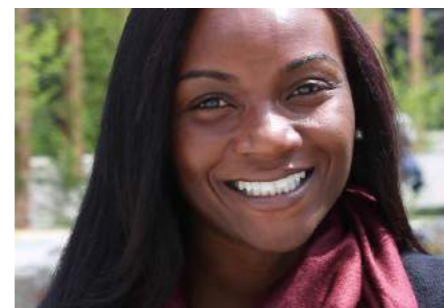
Joy Buolamwini, MS
Protecting justice & freedom



Courtney D. Cogburn, PhD
Setting new trends



Garry Cooper, PhD
Turning community into commerce



Kizzmekia "Kizzy" Corbett, PhD
Setting new trends



Marian Croak, PhD
Setting new trends



Timnit Gebru, PhD
Protecting justice & freedom



Antentor O. Hinton Jr, PhD
Paving a way for others



Ayanna Howard, PHD
Protecting justice & freedom



Jessica Matthews, MBA
Creating new paths to prosperity



Travis Montaque
Owning the narrative



Angelica Ross
Paving a way for others



Justin Shaifer
Paving a way for others



Millana Snow
Leading a wellness movement



Latham Thomas
Leading a wellness movement



Koya Webb
Leading a wellness movement



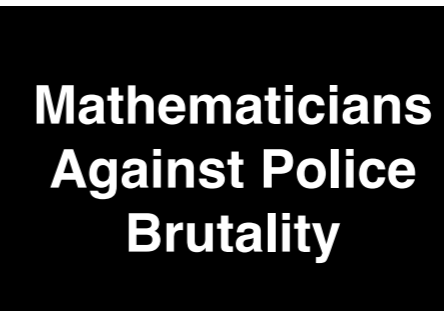
Justin Michael Williams
Leading a wellness movement



Adrienne Gladden-Young, MS
Setting new trends



(Team) Blavity & Afrotech
Owning the narrative



(Team) Mathematicians Against Police Brutality
Protecting justice & freedom



(Team) Particles for Justice
Protecting justice & freedom

**KNOWLEDGE
IS POWER.**

TAKE ACTION. WHO ARE YOU RECOMMENDING?

- to advise you, your team or organization through a virtual talk/event
- to keynote programming for conferences
- to serve in your influencer relations efforts
- to fill your candidate pipelines
- to serve as career/personal coaches
- to collaborate in creative campaigns (from the beginning)
- to discuss trends and lessons
- to train & teach others a new skill
- to catalyze your commitments to change

#imallin



Joy Buolamwini

Protecting justice & freedom
CAMBRIDGE, MA

Website



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Joy Buolamwini is the founder of the Algorithmic Justice League, which identifies bias in artificial intelligence and strives to correct it. Her TED Talk on algorithmic bias has been viewed over one million times, and she has written about the impact of facial analysis technology for *Time* and *The New York Times*.

Based at the MIT Media Lab, Buolamwini has spoken at the World Economic Forum and the United Nations. She holds two masters degrees from Oxford University and MIT and has appeared on lists including Forbes 30 Under 30 and Bloomberg 50. Her creations “AI, Ain't I A Woman?” and the short “Coded Gaze” have been part of exhibitions at notable global art institutions.

Ask About

1. HOW TO IDENTIFY BIAS IN AI
 2. HOW TO BE HEARD
 3. HOW TO COMBINE ART AND TECHNOLOGY
-

Tribes

- Massachusetts Institute of Technology (MIT)
- Georgia Institute of Technology
- Oxford Univeristy
- Bloomberg
- Algorithmic Justice League
- Forbes 30 under 30
- Fortune Magazine 50 Greatest Leaders



Courtney D. Cogburn

Setting New Trends

NEW YORK, NY

Website



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Associate Professor of Social Work at Columbia University, Courtney D. Cogburn examines racial inequalities in health. She directs a research group that characterizes and measures racism and evaluates its effects on mental and physical health.

Cogburn is the lead creator of 1000 Cut Journey, a virtual reality racism experience that was developed with Stanford University and which premiered in 2018 at the Tribeca Film Festival. The team is now exploring VR to affect empathy, racial bias, structural competence, and behavior. She earned a BA, MSW, and PhD, and is a board member of the International Center for Advocates Against Discrimination.

Ask About

1. HOW TO PROMOTE RACIAL EQUALITY IN HEALTHCARE
 2. HOW TO USE VR TO AFFECT SOCIAL JUSTICE & IMMERSION
 3. HOW TO INNOVATIVE COMMUNICATION METHODS
-

Tribes

- Columbia University
- University of Michigan
- University of Virginia
- ICAAD
- Harvard University
- Stanford University



Garry Cooper

Turning Community into Commerce

CHICAGO, IL

Website



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Garry Cooper is the CEO and Co-founder of Rheaply, which helps large organizations like MIT and Google enter the circular, peer-to-peer economy. By reducing procurement costs and diverting unnecessary waste from landfills, Rheaply gives surplus industrial equipment a second life and enables an internal marketplace and shared economy. Cooper views Rheaply as the Amazon of scientific research institutions, with plans to expand to large organizations around the world.

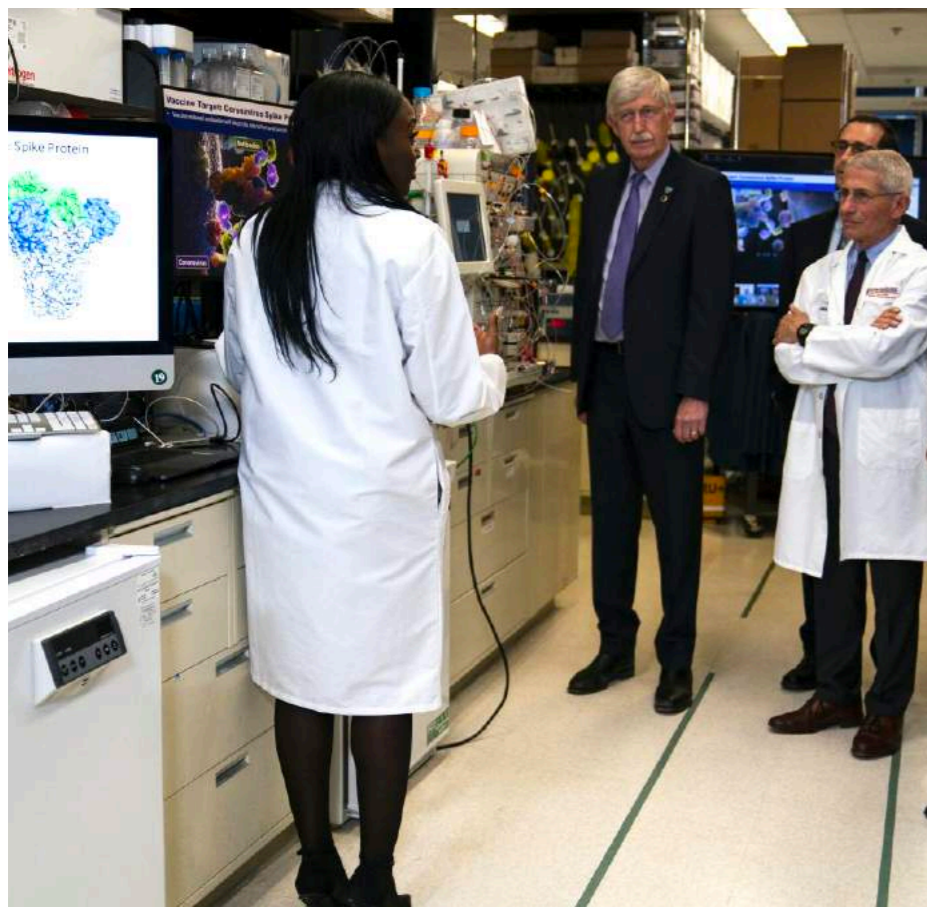
Cooper earned a PhD in neuroscience at Northwestern where he is an Adjunct Assistant Professor researching Parkinson's disease drugs and helping the university connect to the Chicago business community.

Ask About

1. HOW TO ENTER THE CIRCULAR ECONOMY
2. HOW TO INNOVATE OUTSIDE OF YOUR SPHERE OF EXPERTISE
3. HOW TO BE A CONNECTOR

Tribes

- Northwestern University
- Indiana University
- Rheaply
- EY (Earnest & Young)
- Techstars
- DIFFvelopment
- Blechman Foundation



Kizzmekia “Kizzy” Corbett

Setting New Trends

WASHINGTON, DC



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Kizzmekia “Kizzy” Corbett (PhD) is a name many recognize at the moment. As the scientific lead for the National Institute of Health’s effort to find a vaccine for COVID-19, her work impacts the entire world. The driven immunologist has been on the case since March, conducting high pressure yet fundamental research & testing in the race for a vaccine and/or treatment.

Outside of the lab, Corbett still finds time to use her position to advocate for others. When not researching, she devotes her time to bring STEM awareness to youth in underserved communities.

Ask About

1. HOW TO BE PRODUCTIVE UNDER PRESSURE
2. HOW TO NAVIGATE RISK-REWARDS
3. HOW TO LEAD FAST-MOVING PROJECTS

Tribes

- University of North Carolina
- University of Maryland
- National Institutes of Health
- American Chemical Society
- BlogHer Voice of the Year
- STEM



Marian Croak

Setting New Trends

MOUNTAIN VIEW, CA



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Vice president for site reliability engineering at Google and chair of Google's Black Leadership Advisory Group, Marian Croak previously oversaw expansion of service in emerging markets and the installment of Wi-Fi on India's railways. She is most well-known for spearheading the development of Voice over IP during a long career at AT&T. Croak holds more than 200 patents for the technology she advanced that makes video and voice calls between computers possible.

Croak, who is a Princeton graduate and holds a PhD in Quantitative Analysis from the University of Southern California, was inducted into the Women in Technology Hall of Fame in 2013.

Ask About

1. HOW TO MOVE IDEAS FORWARD
2. HOW TO LEAD AS AN INTROVERT
3. HOW TO SUPPORT BLACK WORKERS

Tribes

- Princeton University
- USC
- Google
- AT&T
- National Society of Black Physicists (NSBP)
- ATIS
- FierceWireless
- Women in Technology Hall of Fame



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With a PhD from the Stanford Artificial Intelligence Laboratory, Timnit Gebru is a research scientist at Google in the ethical AI team. She is the co-founder of Black in AI, which works to increase diversity and reduce racial bias in AI. She designed circuits and signal processing algorithms for the first iPad and studied algorithmic bias and the ethical implications underlying data mining at Microsoft Research's Fairness Transparency Accountability and Ethics in AI (FATE) group.

Timnit Gebru

Protecting Justice & Freedom

STANFORD, CA

Website



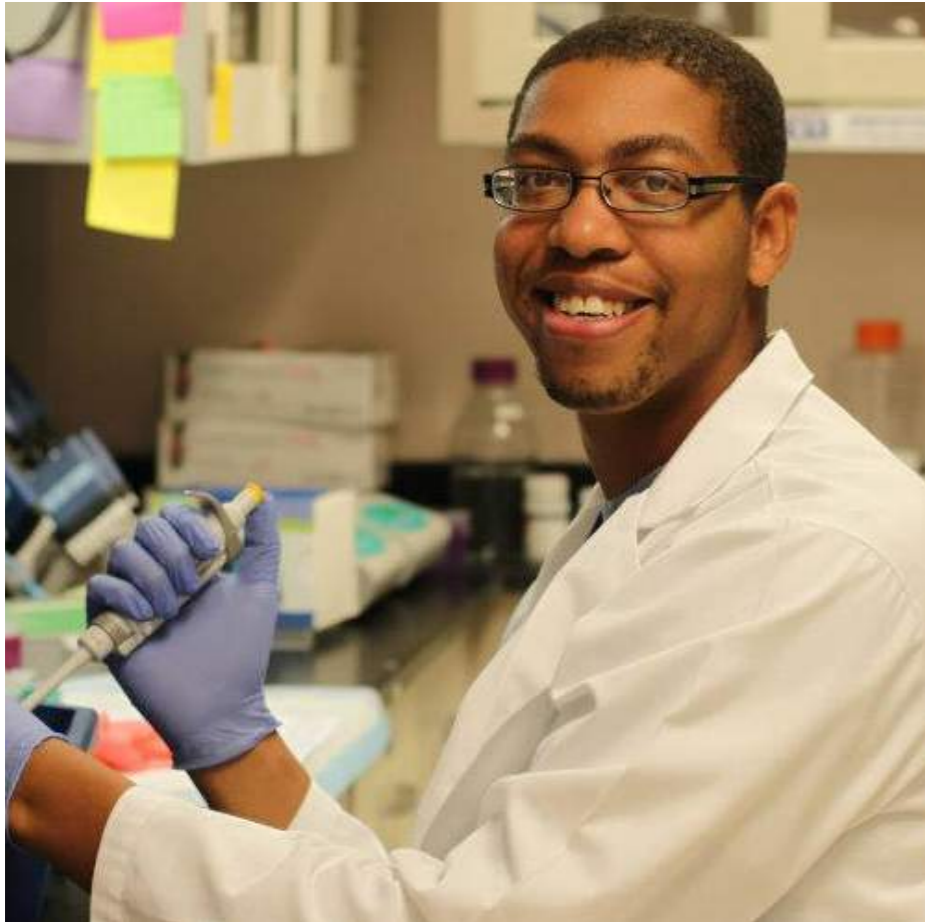
Her work pertaining to data mining images to gain sociological insight and the computer vision problems that occur as a result have been discussed in *The New York Times* and *The Economist*.

Ask About

1. HOW TO INCREASE DIVERSITY IN TECH
 2. HOW TO BEAT BIAS IN ADAPTIVE SYSTEMS LIKE A.I.
 3. HOW TO ACHIVE ETHICS IN TECH
-

Tribes

- Stanford University
- MotionThink
- Microsoft
- NSF Foundation
- Selfpreneur
- MIT Tech Review



Antentor Hinton, Jr.

Paving the Way for Others

IOWA CITY, IA

Website



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Antentor Hinton is a scientist at the University of Iowa where he studies diabetes and works in the Diversity and Inclusion Office to recruit and train students from diverse backgrounds in innovative career development strategies. He was awarded the 2020 Diversity Catalyst Award. He's also an Academic and Career Development Instructor who has won two awards for his outstanding mentorship.

A Burroughs Wellcome Fund Postdoctoral Enrichment Scholar and Ford Foundation Fellow, Hinton received his BS in Biology from Winston-Salem State University and his NIH postbac and PhD at Baylor College of Medicine in Integrative Molecular and Biomedical Sciences.

Ask About

1. HOW TO ADVANCE A CAREER IN SCIENCE
 2. HOW TO SUPPORT DIVERSITY IN SCIENCE
 3. HOW TO BE AN OUTSTANDING MENTOR
-

Tribes

- University of Iowa
- Baylor College of Medicine
- Mayo Clinic
- NIH
- YMCA
- Vanderbilt University
- LSAMP
- Ford Foundation



Ayanna Howard

Protecting Justice & reedom

ATLANTA, GA

Website



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Chair of the School of Interactive Computing at the Georgia Institute of Technology, Ayanna Howard has made significant contributions in artificial intelligence, computer vision, and robotics. She directs the Human-Automation Systems Lab and educates and mentors engineering and computer science students.

Howard, who has been profiled in *Time*, is also the founder and CTO of Zyrobotics, which develops mobile therapy and educational products for children with differing needs. She's a former senior robotics researcher at NASA and has contributed research to more than 250 publications. Howard holds multiple degrees from Brown, USC, and Claremont University.

Ask About

1. HOW TO MAKE THE WORLD BETTER
2. HOW TO SUPPORT STEM STUDENTS
3. HOW TO MAKE A DREAM REALITY

Tribes

- University Southern California (USC)
- Brown University
- Autodesk
- AAAS
- Zyrobotics
- Business Insider
- LSBE
- MIT Technology Review



Jessica Matthews

Creating New Paths To Prosperity

NEW YORK, NY

Website



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When she was just 22, Jessica Matthews founded Uncharted Power to provide clean, low-cost energy and data through a renewable power infrastructure. The global full-service power technology company works to better the world by changing the way we get and distribute electricity.

Uncharted Power started in 2011 based upon a product Matthews invented when she was just 19 — the SOCKET ball — an energy-generating soccer ball that provides off-grid power for the developing world. The company has grown to help municipalities and government agencies create a sustainable energy infrastructure, working toward a mission of universal renewable energy access. Thanks to her, pretty soon, every step we take might generate energy; that's one giant leap forward and one brilliant idea being put into action today.

Ask About

1. HOW TO ACHIEVE A MOONSHOT
2. HOW TO DEVELOP SCALABLE ENERGY SOLUTIONS
3. HOW TO SOLVE SOCIAL PROBLEMS WITH SCIENCE

Tribes

- Harvard University
- Crowdtap
- XPRIZE
- Uncharted Power
- Disney
- Harlem Tech Fund
- Women.NYC
- Scenic Hudson
- Success Academy Charter Schools
- Forbes 30 Under 30



Travis Montaque

Owning The Narrative

NEW YORK, NY

Website



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Two years after graduating from the University of Miami, Travis Montaque landed on the *Forbes* 30 Under 30 list for creating a company that levels up mobile communication through GIFs and stickers, Holler. Using proprietary AI technology, Holler interprets the context of conversations and suggests visual content that is inserted into messages up to one billion times a day.

In 2020, Holler was one of *Fast Company's* Most Innovative Social Media Companies. Montaque, who has been profiled in *The Wall Street Journal* and *Forbes*, and has spoken at conferences including the Consumer Electronics Show (CES) and SXSW, is moving Holler forward by developing brand partnerships and platform integrations.

Ask About

1. HOW TO BE A BETTER COMMUNICATOR
 2. HOW TO SPARK EMOTIONAL CONNECTIONS THROUGH MESSAGING
 3. HOW TO CREATE USEFUL PARTNERSHIPS
-

Tribes

- University of Miami
- Holler
- Goldman Sachs
- Forbes 30 under 30
- Barclays
- Clinton Global Initiative
- Harvard Business School
- Unicode Consortium



Angelica Ross

Paving the Way for Others

LOS ANGELES, CA

Website



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A transgender rights advocate and the CEO of TransTech Social Enterprises, Angelica Ross helps companies and individuals develop their brand identities and use their platforms to create social change. Ross develops social media strategies and presents educational speaking events and workshops for LGBTQQIA with a focus on the most marginalized communities.

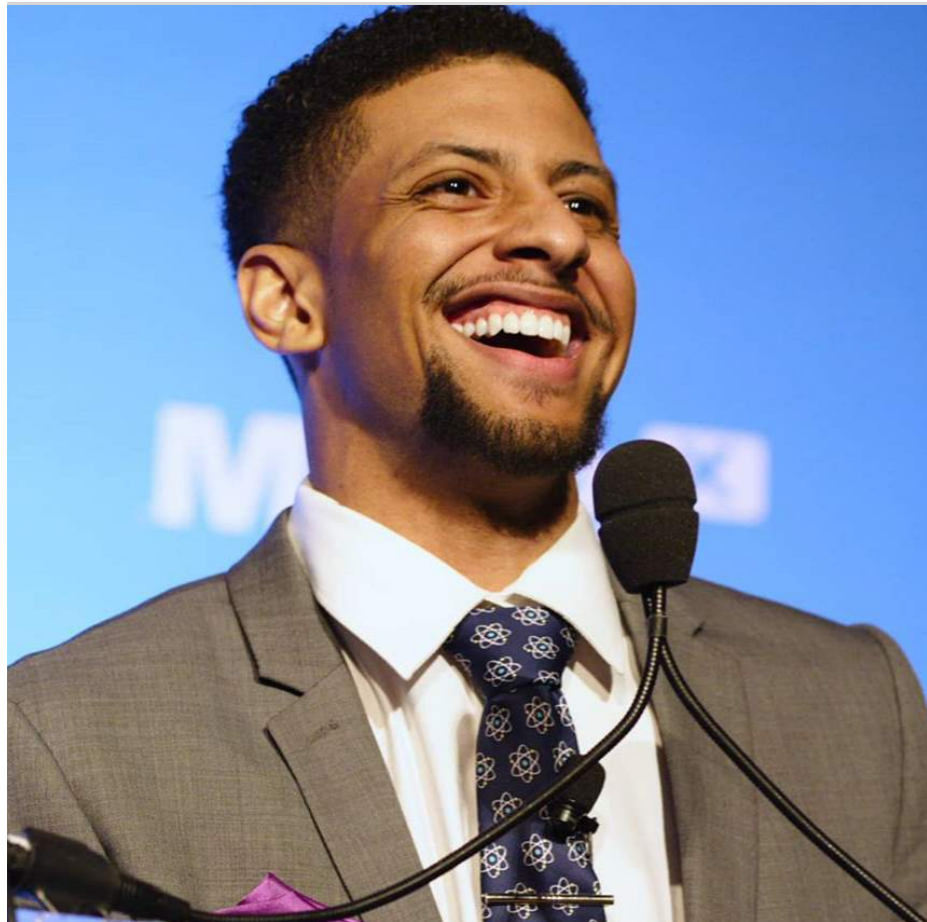
In addition to being a powerful voice in the transgender community, Ross is a series regular on “Pose” and “American Horror Story: 1984” as well as a Louis Vuitton model and a recipient, along with Trevor Noah, of a 2017 GLAAD Media Award.

Ask About

1. HOW TO BREAK BARRIERS
 2. HOW TO AFFECT CHANGE
 3. HOW TO REACH THE TRANSGENDER COMMUNITY
-

Tribes

- Miss Ross, Inc.
- TransTech Social Enterprises
- Chicago House
- GLAAD Media Awards
- SGI-USA Soka Gakkai International
- Financial Times Top 100 LGBT+ Executives



Justin Shaifer

Paving the Way for Others

NEW YORK, NY

Website



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A LinkedIn Top Voice in Technology for 2019, Justin Shaifer inspires and educates Gen Z with innovative STEM education. He excites underrepresented students about STEM careers with a live science show, *Escape Lab*, and the Magic Cool Bus, a mobile museum and STEM program. He is the founder of Fascinate, Inc., a nonprofit that uses a culturally responsive STEM curriculum to reach underrepresented students.

Shaifer is also the creator of the animated series *'Hood Science*, and his TEDx talk, "How to Speak Generation Z," has been viewed upwards of 360,000 times. He's earning a PhD in science education at Teachers College of Columbia University.

Ask About

1. HOW TO SPEAK TO GENERATION Z
2. HOW TO ENGAGE KIDS IN STEM
3. HOW TO RESONATE WITH UNDERREPRESENTED STUDENT POPULATIONS IN STEM

Tribes

- Columbia University
- Hampton University
- Fascinate, Inc.
- NOAA
- American Programs Bureau
- Marian Koshland Science Museum of the National Academy of Sciences



Millana Snow

Leading a Wellness Movement

LOS ANGELES, CA

Website



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CEO & Founder of Wellness Official, Millana Snow is on a mission to democratize wellness. Through social media, speaking engagements, and training, her wellness outreach connects people, brands, and practitioners online and in real life around the globe.

Snow is an energy healer who practices and studies holistic health and spirituality and serves thousands of clients worldwide. She hosts The Wellness Official Radio show on Dash Radio (10 million listeners per month), has spoken at NYU and Syracuse University, and has brand partnerships and campaigns with Nike, Lululemon, YSL, Covergirl, and Toyota. Snow is also A Project Runway model winner.

Ask About

1. HOW TO CREATE A BRAND
2. HOW TO DEMOCRATIZE WELLNESS
3. HOW TO CHANGE CAREERS

Tribes

- Stephen F. Austin State University
- City College of New York
- Wellness Official
- SERENE
- Petals-N-Belles
- Project Runway



Latham Thomas

Leading a Wellness Movement

NEW YORK, NY

Website



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A graduate of Columbia University and The Institute for Integrative Nutrition, Latham Thomas is a master birth doula whose maternity lifestyle brand Mama Glow supports women along the childbearing continuum. Named one of Oprah Winfrey's Super Soul 100, Thomas is a wellness leader whose holistic approach addresses the physical, emotional, and spiritual needs of women.

Through education, advocacy, and impact partnerships with some of the nation's leading health organizations as well as a women's center in Brooklyn and two books she's authored, Thomas is working to improve the labor and delivery experience. Trusted by celebrities, she has had clients including DJ Khaled, Ashley Graham, Serena Williams, Alicia Keys, and many more.

Ask About

1. HOW TO MANAGE THROUGH NATURING "TIMING" CYCLES
2. HOW TO ENGAGE IN HEALTH DISCOURSE
3. HOW TO INTERNALIZE A CHANGE MINDSET THROUGH DIET

Tribes

- Columbia University
- Institute for Integrative Nutrition
- Mama Glow
- Oprah Winfrey's SuperSoul
- Tufts University
- Well + Good Council



Koya Webb

Leading a Wellness Movement

LOS ANGELES, CA

Website



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Koya Webb is a yoga teacher, celebrity holistic health coach, author, speaker, and podcast host who promotes self-love and healthy living and has nearly one million Instagram followers. She is the founder of Get Loved Up, an international lifestyle community and yoga school that inspires mental, spiritual, and physical health through an app, online courses, retreats, in-person yoga teacher training events.

Inspired by a debilitating track injury that dashed her dream of being an Olympic track and field athlete and shifted her focus, she authored *Let Your Fears Make You Fierce: How to Turn Common Obstacles into Seeds for Growth*.

Ask About

1. HOW TO OVERCOME ADVERSITY
2. HOW TO IMPROVE SELF-CARE
3. HOW TO MOTIVATE PEOPLE

Tribes

- Wichita State University
- Get Loved Up
- Revelational Productions
- Author
- Shorty Awards
- Yoga
- Wellness



Justin Michael Williams

Leading A Wellness Movement
NORTH HOLLYWOOD, CA

Website



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Author, singer and meditation teacher Justin Michael Williams uses wellness for a cause. He uses his expertise in the wellness field to empower others and motivate for change. His recent book, “Stay Woke: A Meditation Guide for the Rest of Us,” contemplates ways to stay grounded while the world is in a state of chaos, particularly targeted for marginalized people everywhere busy enough to worry. The impact of Williams’ blended approach to wellness is unique in that it provides support to a commonly overlooked area of human wellbeing: the mind. Through his book, recorded music, meditation guides and speeches, Williams is leading a movement for self-care.

Ask About

1. HOW TO MANIFEST DESTINY
2. HOW TO WORRY LESS & MEDITATE MORE
3. HOW TO FEEL EMPOWERED AT ANY AGE

Tribes

- University of California
- Saatchi & Saatchi
- 20th Century Fox
- Author, *Stay Woke*
- Sounds True Publishing
- Yoga & Meditation



Adrienne Gladden- Young

Setting New Trends

BOSTON, MA

Website



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Adrienne Gladden-Young oversees the genomic sequencing of viruses in a leading infectious disease lab where she is directing efforts to understand both the genomes of the SARS-CoV-2 pathogens and the ways they spread, such as Ebola and COVID-19.

As a senior research associate at the Sabeti Lab at the Broad Institute of Harvard and MIT, Gladden-Young develops new technologies to advance viral sequencing. She also trains the next generation of researchers from collaborating institutions in West Africa. She is an advocate for advancing STEM education, careers, and support for Black Americans in healthcare and medical and scientific fields in order to alleviate racial biases.

Ask About

1. HOW TO IMPROVE HEALTHCARE FOR BLACK AMERICANS
 2. HOW TO MENTOR BLACK SCIENTISTS
 3. HOW TO APPLY THE SCIENTIFIC METHOD TO BUSINESS
-

Tribes

- University of Maryland
- Tufts University
- Harvard
- MIT
- Massachusetts General Hospital
- American Medical Writers Association



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**AFRO
TECH**

Blavity & Afrotech

Owning the narrative
LOS ANGELES, CA

Website



Blavity Inc. is a media company and community platform for Black consumers that creates content and experiences that bring people together. CEO Morgan DeBaun founded the company with Jonathan Jackson, Jeff Nelson, and Aaron Samuels, who were all friends at Washington University in St. Louis.

Blavity's seven brands include AfroTech, a tech conference and web platform created for Black millennials to provide education and networking opportunities. The conference gathers 10,000 tech enthusiasts — newbies and veterans — for an immersive experience in community, culture, and commerce.

Ask About

1. HOW TO CONNECT WITH BLACK CONSUMERS
2. HOW TO SUPPORT BLACK TECH LEADERS
3. HOW TO DEVELOP BLACK BRANDS

Tribes

- Technology
- Education
- Startups
- Design
- Venture Capital
- Enterprise
- Events
- Content Creation



Mathematicians Against Police Brutality

Mathematicians Against Police Brutality

Protecting Justice & Freedom

MULTIPLE CITIES

Website

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Mathematicians Against Police Brutality is a group of 1,500 academics who in June 2020 called for colleagues to stop working with police departments on modeling and data work such as predictive policing, which can have algorithmic bias that perpetuates racial inequality. Those who initially signed the call to action are: Tarik Aougab, Federico Ardila, Jayadev Athreya, Edray Goins, Christopher Hoffman, Autumn Kent, Lily Khadjavi, Cathy O'Neil, Priyam Patel, and Katrin Wehrheim.

Ask About

1. HOW TO IDENTIFY & ADDRESS MATHEMATICAL BIAS
2. HOW TO MANAGE THE ETHICS OF PREDICTIVE CRIME MONITORING
3. HOW TO GALVANIZE ACADEMICS

Tribes

- Education
- Research
- Data
- STEM
- Police Reform
- Predictive Modeling



Particles For Justice

Particles For Justice

Protecting Justice & Freedom
MULTIPLE STATES

Website

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Nearly 6,000 scientists signed an oath to strike on June 10, 2020 to take a day for education, action for racial justice, and healing.

The call was organized by Particles for Justice, a group of particle physicists and cosmologists from numerous American institutions: Brian Nord, Chanda Prescod-Weinstein, Matthew Buckley, Kyle Cranmer, Djuna Croon, Daniel Harlow, Seyda Ipek, Sam McDermott, Matthew Reece, Nausheen Shah, Brian Shuve, Tracy Slatyer, Tim M.P. Tait, Graham White, and Tien-Tien Yu.

Ask About

1. HOW TO SUPPORT BLACK SCIENTISTS
2. HOW TO ADDRESS RACISM IN ACADEMIA
3. HOW TO GALVANIZE AN INDUSTRY

Tribes

- Education
- Science
- STEM
- Education
- Science
- STEM

**KNOWLEDGE
IS POWER.**

TAKE ACTION. WHO ARE YOU RECOMMENDING?

- to advise you, your team or organization through a virtual talk/event
- to keynote programming for conferences
- to serve in your influencer relations efforts
- to fill your candidate pipelines
- to serve as career/personal coaches
- to collaborate in creative campaigns (from the beginning)
- to discuss trends and lessons
- to train & teach others a new skill
- to catalyze your commitments to change

#imallin

blacklist100
2020



Danielle Geathers

Jamar Jones

David Mulugheta

Marian Croak

Christena Pyle

Ayanna Howard

Maya Watson

2018 — 2019 Beauty Queens: Teen, America, USA, Universe

Sherrilyn Ifill

Keith Cartwright

SIX HUNDRED & RISING

Kai Lawson

Sophia Roe

HARLEM CAPITAL PARTNERS

Lonnie Bunch

Talitha Watkins

Whitney-Gayle Benta

Anderson Bluu

Steve Pamon

BLAVITY

Chris Bennett

Tuma Basa

Shantell Martin

Walter Frye

JaQuel Knight
Chris Grant

THE I PROMISE SCHOOL

Nadia Lopez

Adrienne Gladden-Young

Justin Shaifer

Rodney Williams

Angela Brown

Mesfin Fekadu

AFRO PUNK.

Brandice Daniel

Spencer Means

Yvette Noel-Schure

Joy Buolamwini

Imani Ellis

Koya Webb

Maverick Carter

Travis Montaque

Hank Willis-Thomas

B

Angela Benton

Besidone Amoruwa

blacklist100 2020

Nicholas Johnson

Latham Thomas

Particles for Justice

Bryan Stevenson

Justin Michael Williams

Kimberly Jones

Karen Civil

Carlos Watson

Sarah Cooper

Nikole-Hannah Jones

Darren Walker

Tyler Mitchell

Milkaila Ulmer

Chloe Williams-Duverge

Mathematicians Against Police Brutality

Cynthia Marshall

Rashad Robinson

Everyday People

Efosa Ojomo

Courtney Cogburn

Allyson Felix & Alysia Montano

Chauncey Hamlett

Justin Simien

Renne Richardson Goline

Kizzy Corbett

Mark Thomas

Bonin Bough

Angelica Ross

Sam Selolwane

BLACK LIVES MATTER

Bozoma St. John

Jalaiah Harmon

Ashlee Marie Preston

JSN

Timnit Gebru

Omar Johnson

Jonathan Jackson

MaC VENTURE CAPITAL

Boye Fajinimi

Monique Nelson

Millana Snow

Danielle Lee

Chris Gray

Jessica Matthews

Renae Bluit

Cerita Bethea

Jessica Bell-Brown

Thasunda Brown Duckett

Garry Cooper

Linda A. Hill

Jaia Thomas

AFROTECH

Delane Parnell

Dawn Dickson

MARCUS GRAHAM PROJECT

Antentor Hinton, Jr.

**KNOWLEDGE
IS POWER.**

TAKE ACTION. WHO ARE YOU RECOMMENDING?

- to advise you, your team or organization through a virtual talk/event
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- to discuss trends and lessons
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- to catalyze your commitments to change

#imallin

Closing Acknowledgments

Thank you to my fellow University of Chicago college buddies & best friends for contributing:

Reginald Greene, '04 Political Science + Cardozo Law School (JD),
Akia Mitchell, '06 Linguistics + Columbia Business School (MBA),
E'lana Jordan, '07 Anthropology + Stanford University (PhD),
Semhar Amdemichael, '07 Economics;

the creatives & contributors (Wanton Davis, Christy Sabido, Tony Zaret, Anuja Pothireddy, Robyn Turk, Jen Gilbert, Stasha Healy, Chad Griffin, Julia Gilbert, Shante Bacon, Nina Flowers, Larnard Freeman, Catrice Armstrong, Allyssa Munro, Bryce Quilico, One/35 Agency and Stern);

the Invited Recommenders; and

the 2020 Juneteenth Image Capsule featured visual artist Elizabeth Colomba.

