

President's Corner

Meet Our Conference Keynote Speaker



I am so excited to introduce you to Kendra Speed. I met Mrs. Speed at the Jane Nelson Institute for Women's Leadership Conference last year at Texas Women's University in Denton, Texas.

I had the opportunity to attend her workshop, "Driven to Succeed." She had such a refreshing persona and spoke with confidence and pride. I was so moved when she finished that I had to talk with her. My mind was filled with ideas on ways to be more successful in my life's quest. Her enthusiasm in delivering her presentation was phenomenal and could not be imitated.

Kendra Speed, a marketing and strategy leader, is an expert in guiding executive teams toward disruptive innovation. Her credentials include a graduation from South Carolina State University and a Master of business administration from Purdue University, along with certifications in Project Management and Design Thinking.

Kendra has achieved significant milestones in her career. She has partnered with corporations such as BET and P&G; to deliver ground-breaking insights that sparked the Black Men Love campaign. She also envisioned and delivered the foundational insight, in partnership with Unilever, that undergirds the national CROWN Act.

Kendra has led innovation processes that have ignited over \$2 billion in product and marketing pipelines for consumer and business brands, including Dropbox, Toyota Energy Efficient Platform, Olay (face, hand, and body), and JM Smucker.

In 2016, Kendra led the way with the real estate industry's first-ever psychographic segmentation actionable to the block group level. This capability produced the foundational insight leading to the formation of Charlotte-based home builder Fielding Homes and the rebranding of national multi-family developer Novel.

Kendra has been featured in top publications, including Ebony, and was recognized as South Carolina State University's 2017 Distinguished Young Alumna.

I am personally thrilled that our paths crossed. Kendra is not just a professional, but also an author and an entrepreneur. I can't wait for you to experience her energy and expertise at the EWTG 38th Annual Conference.

Submitted by Theresa McShan
EWTG President, 2023-2024