

**Rashad Robinson**

President, Color Of Change

Rashad Robinson is the President of Color Of Change, a leading racial justice organization driven by more than 7.2 million members who are building power for Black communities. Color Of Change uses innovative strategies to bring about systemic change in the industries that affect Black people's lives: Silicon Valley, Wall Street, Hollywood, Washington, corporate board rooms, local prosecutor offices, state capitol buildings and city halls around the country. Under Rashad's leadership, Color Of Change designs and implements winning strategies for racial justice, among them: forcing corporations to stop supporting Trump initiatives and white nationalists; framing net neutrality as a civil rights issue; holding local prosecutors accountable to end mass incarceration, police violence and financial exploitation across the justice system; forcing over 100 corporations to abandon ALEC, the secretive right-wing policy shop; changing representations of race and racism in Hollywood; moving Airbnb, Google and Facebook to implement anti-racist initiatives; and forcing Bill O'Reilly off the air.

Rashad is widely consulted on strategies for corporate accountability, transforming the criminal justice system, media and tech reform, culture change and narrative infrastructure, and building Black political power. He is a sought-after keynote speaker at events across the country, and appears regularly as a quoted source, interview guest and opinion writer in major media, as well as a chapter author in essay collections focused on social justice. In addition to media appearances, Rashad has been profiled by The New York Times, Wired, The Root, The Washington Post, The Chronicle of Philanthropy, Fast Company, The Huffington Post, PBS, BET and several other outlets. Color Of Change has been named three times in Fast Company's Most Innovative Companies list—in 2015, 2018 and 2020—and was profiled by the Stanford Social Innovation Review. Rashad is the proud recipient of awards from organizations as varied as ADCOLOR, the United Church of Christ, and the Martin Luther King, Jr. Memorial Foundation and Demos. Rashad was a member of the inaugural cohort of Atlantic Fellows for Racial Equity, and serves on the board of the Hazen Foundation. Previously, Rashad served as Senior Director of Media Programs at GLAAD.