

Author Maggie Anderson has appeared on CNN, MSNBC, Fox News, BET News and CBS Morning News, among many other national television and radio shows. She has become the leader of a 'conscious consumerism' movement that supports quality black businesses and mainstream companies with substantive supplier diversity.

'[A] dynamite subject ... an effective probe into how African

Americans spend so much money that flows so overwhelmingly
out of their community."

—Publishers Weekly

"Both heart-wrenching reality check and urgent call to action, Our Black Year is an inspiring and often mind-bending case study of what it takes to make self-help economics a reality of day-to-day living for African Americans. The economic odyssey of the Anderson family is nothing short of heroic."

-ALFRED EDMOND JR., editor-at-large, Black Enterprise

"An important book that provides a path for others to follow."

-MARC MORIAL, president and CEO, National Urban League

"An eye-opening book that should be read by anyone interested in the nation's racial and economic divide."

-Huntington News

"Blistering, honest... [a] clear-eyed perspective on how African Americans gotto where they are today."

-Book Page

"Anderson's book successfully illuminates the roadblocks faced by Black business owners and the racial divide that continues to persist in the U.S. economy... [T] his book will appeal to students of sociology and economics as well as those looking for inspiration to effect positive change in their communities."

-Library Journal

"The Empowerment Experiment is a movement that the African American community needs to embrace.

One Family's

Quest to Buy Black

Divided Economy

in America's Racially

-RON BUSBY SR., president, U.S. Black Chamber, Inc.

"Thank God for this level of commitment to our Black community.

Our Black Year is an incredible documentation of what we all could do, if we just made up our minds to do it."

-CATHY HUGHES, founder/chairperson, Radio/TV One, Inc.



BIO/ ACCOMPLISHMENTS/ AWARDS

FOUNDER, THE EMPOWERMENT EXPERIMENT FOUNDATION, INC. CREATOR, "THE BLACK OWNED HAIR CARE CHALLENGE AUTHOR. OUR BLACK YEAR: ONE FAMILY'S QUEST TO BUY BLACK IN AMERICA'S RACIALLY DIVIDED ECONOMY

In 2009, global media covered Maggie Anderson, Congressman John Lewis' former aide, President Barack Obama's former law student, and a successful corporate executive, as she lived out her public pledge to "buy Black" exclusively for an entire year. This stand was a major sacrifice. Her family was threatened. Her mother was dying of pancreatic cancer the whole year through, and died shortly afterward. She was raising two toddlers. There was no Black owned grocery store. Maggie's historic year AKA "The Empowerment Experiment" resulted in a landmark Kellogg study proving nearly 1 million new jobs could be created if Black owned firms received a small increase in support; her critically acclaimed book, *Our Black Year*; tens of millions in revenue for and deposits into Black owned businesses and banks; and an unprecedented amount of mainstream media, university, and corporate attention specifically on Black owned businesses, systemic racism in the American economy, and economic inequality.

Publishers Weekly called Our Black Year, "Dynamite!" and "an effective probe into how African Americans spend so much money that overwhelmingly leaves their communities." Library Journal raved, "Anderson's book successfully illuminates the racial divide that continues to persist in the U.S. economy...appeals to those looking for inspiration to effect positive change in their communities." Book Page added, "Blistering. Honest...Offering a cleareyed perspective on how African Americans got to where they are and what they can do to support black business owners." Marc Morial (CEO, National Urban League) called it "An important book...a path for others to follow". Alfred Edmond (Editor in Chief, Black Enterprise) stated, "the Andersons' economic odyssey is nothing short of heroic." "Thank God for this level of commitment to our Black community," said Cathy Hughes, owner of Radio One/ TV One. Since taking her stand, Maggie has given thousands of speeches and interviews hosted by the most respected corporations, universities, trade/ professional/ faith/ civic and rights institutions, and media. Millions have shed tears while taking notes as she teaches the victorious yet violent history of Black owned businesses and Black economic unity; preaches about economic justice and empowerment; and shares The Empowerment Experiment, and how it has since changed and 'saved' her life, powering her through life-threatening bouts against a rare form of muscular dystrophy in 2015, and cancer, in 2021.

For her sustained activism, inspirational life story and her hard-hitting speeches, she was chosen by BET and Centric TV as one of "The Most Fascinating Women of 2016", and the YWCA as "The Women of the Year" for her work countering racism in the economy... Maggie continues to receive numerous honors, proclamations and awards from the most elite and iconic civic and professional organizations, universities, corporations, municipalities and rights groups such as the National Bar Association, the National Association of Real Estate Brokers, Harvard University, New York Life, and many more.

Her most recent campaign - created in response to the wave of activism after the murder of George Floyd - is the Black Owned Hair Care Challenge ("BOHCC"), an empowerment and education campaign to restore the Black hair care industry's indisputable capacity to create much needed jobs, wealth, entrepreneurship, and economic unity in the Black community. The BOHCC exposes and counters the unjust lack of Black ownership of Black hair care companies and beauty supply stores, and the resultant asymmetry between the founders and supporters of the Black hair care industry and the current beneficiaries. The BOHCC, funded by Maggie's foundation, The Empowerment Experiment Foundation, Inc. (a 501c3), asks consumers to publicly commit to support Black owned hair care firms and beauty supply stores and sign a petition demanding more representation of Black owned companies in the Black hair care aisle at major retailers.

Maggie, a native of Liberty City in Miami, Florida and the first American-born child of Cuban immigrants, has a BA from Emory University; and a Juris Doctor (JD) and Masters of Business Administration (MBA) from the University of Chicago. She lives in Oak Park, Illinois with her husband of 23 years, John C. Anderson (AB, Harvard University, 1993; MBA, Kellogg Graduate School of Management, 1999) and their teen daughters, Cori and Cara.

RESUME

EDUCATION

Bachelor of Arts (BA), Political Science, Emory University, 1993

Juris Doctor (JD), Concentrations in Securities, M&A, Intellectual Property, University of Chicago, 1998

Master of Business Administration (MBA), Majors in Strategy and Economics, University of Chicago, 2001

WORK EXPERIENCE

2012 - Present, Author, "Our Black Year"

2008 – Present, CEO & Founder, The Empowerment Experiment (EE) and The EE Foundation

2006 – 2009, Vice President, Marketing & Strategy, Diversity Spectrum; and Senior Consultant – Stax Consulting, Inc.

(both were part-time, working while at home with two infant daughters)

2004 – 2006 – Stay at home Mother

2001–2004, Corporate Strategy Manager, CEO's Speechwriter – McDonald's Corporation

DESCRIPTION OF EXPERTISE AND PROPOSED DISCUSSION/TOPIC

Via the press coverage, the compelling story of the family's stand and sacrifice, and the credibility of the historic experiment, Maggie and her family articulated and proved the importance of self–help economics in the Black community and increased awareness about how the lack of local businesses and professionals leads to the social crises that disproportionately impact Black families and neighborhoods. Their stand and experiment have also created a call to action for American consumers of all backgrounds who care about underserved minority communities to work together so that these families, entrepreneurs and neighborhoods can depend less on government intervention to resolve the problems - and to instead drive more direct investment in minority communities via investing in representative and substantive supplier, franchisee, vendor and dealer diversity.

In 2011, Northwestern University's Kellogg Graduate School of Management completed the landmark study based on their experiment; and Maggie finished her book, *Our Black Year*. The book, represented by William Morris Endeavor, the largest talent agency in the world, released in February 2012 and receives rave reviews from icons like Cathy Hughes, Marc Morial and Alfred Edmond, along with *Publishers Weekly, Book Today*, and *Library Journal*.

When Maggie speaks and lectures about *Our Black Year*, she offers a story and hard-earned wisdom that no one else can. She draws from the unsung story and success of Black owned businesses and neighborhoods in America; Dr. Martin Luther King and the Civil Rights Movement, and how Black entrepreneurship, economic solidarity, and business success helped both; presents the lessons learned from her ancestors' and her family's buy Black stands, and delivers an inspirational and intelligent message about the possibility and promise of homespun economic empowerment in America, the business case and job-creating, racism-countering, community-empowering opportunity of supplier diversity and proactively, publicly, collectively supporting locally-owned businesses; and teaches the specific cultural, societal and economic importance of successful Black owned banks and businesses, and the fundamental inclusion of and investment in Black owned businesses by the government, Corporate, and university/nonprofit sectors for countering structural racism and improving the American economy.

Her areas of expertise: race and the economy, Black business/economic history, minority entrepreneurship, consumerism, economic empowerment, buying local/ buying Black/ buying American, economic activism, supplier diversity, self—help economics, corporate — community reciprocity and partnership.

NOTEWORTHY MEDIA COVERAGE & COMMENTARY

INTERNATIONAL PRESS, TELEVISION INTERVIEWS

French M6, Enquête Exclusive (translation The Exclusive Survey, French TV news show akin to 20/20), documentary entitled "USA: la nouvelle élite noire" (translation USA: The New Black Elite), November 2020

NBC News, "Race and Chicago", October 2020

Bloomberg News, "Black Owned Businesses Hope Summer Boon Continues", October 2020

ABC/ Disney, Localish Show, "Black Owned Businesses and Entrepreneurs Rebuild America", June 2020

The New York Times, front page, Style section, "Buying Black, Rebooted", December 2019

USA Today, feature story, "How blacks took banking into their own hands", February 2017

Associated Press story, picked up by ABC News and several other national online, TV and print media, August 2016

NBC News/ NBC Black feature stories, July and August 2016

SRF, the largest media network in Switzerland, TV segment and radio interview, July 2016

BET/ Centric Honoree, "16 Most Fascinating Women of 2016" (TV segment, article in Upscale magazine), March 2016

Front page, New York Times, front page, Business section, Blacks Are Challenged to Buy From Black-Owned

Businesses to Close Gap", November 14, 2015

TED Talks, TEDx Baltimore, Jan 2014; TED Talks, TEDx Grand Rapids, May 2014

Front page, Chicago Tribune, March 9, 2009 and January 10, 2010

Front page, Los Angeles Times, March 16, 2009

Front page, Washington Post, January 10, 2010

BET, BET News Interview with Samson Styles, May 2009

CBS News, The Morning Show with Harry Smith, July 2009

CNN, Interview with Don Lemon, March 2009

CNN, Interview with Joe Johns, November 2010

CNN, The Situation Room with Wolf Blitzer, April 2009

CNN, What Matters with Suzanne Malveaux, March 2012

CNN, televised TIME Magazine interview with repeated airs, May – August 2009

C-SPAN, After Words Book Review/Interview with Washington Post's Krissah Thompson, March 2012

C-SPAN, Live Coverage of Keynote Address at Women of Color Empowerment Conference, September 2014

FOX News, Fox Business with Neal Cavuto, March 2009

MSNBC, Interview with Tameron Hall, March 2009

PBS, Newshour with Jim Lehrer interview with Paul Solman, June 2012

TV One, Black Enterprise Black Business Report with Caroline Clark, May 2011

TV One, NewsOne Now, Interview with Roland Martin, December 2013 and December 2015

List above does not include numerous national and local radio shows, blogs, magazine and newspaper stories like *Tom Joyner Morning Show*, several NPR interviews, *Huffington Post* and *Black Enterprise* stories, and local coverage of Maggie's speeches and lectures. For more, see what follows.

REPRESENTATIVE SPEAKING ENGAGEMENTS & HOSTS (in alphabetical order)

African American Chamber for Westchester Annual Juneteenth Awards Banquet 2011, 2012 - Keynote Speaker

African American Chamber of Commerce of New Jersey Annual Holiday Banquet 2011, 2012 - Keynote Speaker

African American Chamber of Commerce of PA, NJ, DE Kick Off Event 2010 - Keynote Speaker

American College 7th Annual Conference for African American Financial Professionals, 2012 – Featured Speaker

American College 8th Annual Conference for African American Financial Professionals, 2013 – Opening Keynote

A. Philip Randolph Institute 50th Annual Conference, 2019 – Keynote Speaker

Austin Black Business Expo, 2012 - Keynote Speaker

Birmingham Black Expo and Convention, 2011 – Keynote Speaker

Business Alliance for Local Living Economies (BALLE), 2011 – Plenary Keynote Speaker

California Black Chamber of Commerce Ron Brown Economic Development Conference, 2012 - Keynote Speaker

Chicago Minority Enterprise Development Week, 2011 – Panelist, Honoree

Chicago Urban League Black History Month Business Diversity Celebration, 2012 - Keynote Speaker

City of Antioch Annual Dr. Martin Luther King Celebration, 2014 - Keynote Speaker

Coalition of Black Trade Unionists International Convention, 2019 – Keynote Speaker

Columbus African American Chamber of Commerce Launch Event 2012 – Keynote Speaker

Congressional Black Caucus Annual Legislative Conference, 2009, 2010, 2012 - Panelist, Honoree

Congressional Black Caucus Annual Legislative Conference, 2011 - Cong. Conyers Panel, Emerging Leaders Panel

Congressional Black Caucus Minority Business Awards Banquet, 2010 - Honoree

Contra Costa Black Chamber Annual Juneteenth Business Awards, 2013 - Keynote Speaker

Delta Sigma Theta, San Antonio Alumnae Chapter Financial Fortitude Conference, 2020 – Keynote Speaker

Durham Minority Enterprise Week Honors Luncheon, 2019 – Keynote Speaker

eBay, Black History Month Speaker, February 2022 – Keynote Speaker

Economy League of Greater Philadelphia, GPLEX 2020 - Keynote Speaker

Frasernet PowerNetworking Conference, 2010 - 2013 - Featured or Keynote Speaker

Greater New England Minority Supplier Development Council Opportunity Fair, 2012 – Keynote, Sponsors Luncheon

Illinois Black Chamber of Commerce, Annual State Convention, 2009 and 2019 – Keynote Speaker

International Soul Music Summit, 2010 – Keynote Speaker

Kellogg Annual Black Management Association Conference, 2012 - Panelist

Maryland/DC Minority Supplier Development Council Annual Meeting, 2011 – Keynote Speaker

Miami Dade Chamber of Commerce, Business Empowerment Luncheon, 2016 – Keynote Speaker

Michigan Minority Supplier Development Council, 2013 – Keynote Speaker

Milwaukee Urban League, Equal Opportunity Day Luncheon, 2012 – Keynote Speaker

National African American Insurance Association (NAAIA), 2013 – Keynote Address

National Alliance of Market Developers (NAMD) National Conference, 2010 - Keynote Address

National Association of Black Accountants (NABA), 2011 – Opening Session with Marc Morial

National Association of Counties (NACO) Legislative Conference, 2014 – Luncheon Speaker

National Association of Real Estate Brokers (NAREB) Annual Convention, 2016 – Opening Keynote Speaker

National Black Women's Expo and Convention, 2010 - Presentation and Keynote Speaker

National Federation for Teaching Entrepreneurship (NFTE), Annual Retreat, 2010 - Lecture and Luncheon Keynote

National Minority Supplier Dev Council (NMSDC), Natl Conference, 2011, 2012 – Presenter (2011) Honoree (2012)

National Organization of Black Chemists and Chemical Engineers (NOBCCHE), 2012 - Keynote Speaker

National Urban League Conference, 2011 – Small Business Day Luncheon Keynote Speaker

National Urban League Conference, 2012 - Small Business Day/ Supplier Diversity Panelist

New Jersey NAACP State Conference, 2012 – Plenary Speaker

North Carolina Institute for Minority Economic Development Conference, 2012 – Featured Speaker

North Central Minority Supplier Development Council, Business Opportunity Exchange, 2018 – Keynote Speaker

Northern District Baptist Association Annual MLK Conference, 2012 - Keynote Speaker

Northern VA Black Chamber of Commerce Launch Event, 2016 – Keynote Speaker

Partners for Racism Free Community Annual Forum, 2014 – Keynote Speaker

PA/NJ/DE Minority Supplier Development Council Annual Meeting, 2012 - Keynote Speaker

Riverside County CA Black Chamber Annual Awards Banquet, 2011 - Keynote Speaker

Sacramento Black Chamber of Commerce 34th Annual Installation and Awards Banquet, 2019 – Keynote Speaker

So. California Minority Supplier Development Council Annual Supplier of the Year, 2013 – Keynote Speaker

Sustainable Business Network National Social Venture Institute, 2012 – Luncheon Keynote Speaker

TED Talks, TEDx Baltimore, 2014; TEDx Grand Rapids, 2014

Tuskegee University's Booker T Washington Economic Development Conference, 2010 – Keynote Speaker

University of California, Berkeley Black Coalition Conference, 2012 - Keynote Speaker

University of California, Los Angeles, Reframing Urbanism and Economics Summit, 2020 – Panelist, Featured Speaker

University of Chicago Black MBA Conference 2009 – Panelist, Honoree

US Black Chamber Annual School of Chamber Management, 2011 – Keynote Speaker, Seminar Presentation

US Black Chamber, Solutions Series Speaker, 2014 - Keynote Speaker

US Coast Guard, Annual MLK Commemorative Event, 2016 - Keynote Speaker

Western Regional Minority Supplier Development Council (WRMSDC) Annual Meeting, 2018 – Keynote Speaker

HOST UNIVERSITIES

Belmont University, January 2011 - MLK Speaker

Central State University, April 2012 - Annual Night of Philanthropy Gala, Keynote Speaker

Claflin University, January 2016, - Convocation Speaker

Clark Atlanta University Business School, February 2012 – Annual LEAD Conference, Keynote Speaker

Clemson University, August 2014 – Diversity Month Keynote Speaker

Clemson University, January 2015 - MLK Speaker

Columbia Business School, February 2012 - Black History Month Speaker

Columbia University, February 2013 - Black History Month Speaker

Concordia University, January 2013 - MLK Speaker

Eastern Illinois University, February 2012 - Black History Month Speaker

Emory University, January 2021 – Annual MLK Tribute & Lecture, Keynote Speaker

FAMU, October 2013 – Homecoming Keynote Speaker

Florida Memorial College Homecoming, October 2013 – Guest Speaker

Georgia State University, College of Business, February 2012; College of Education, October 2010 – Guest Lecturer

George Washington University – Guest Lecturer

Harvard University, Kennedy School, February 2017 – Black History Month Lecturer

Harvard University, Law School, April 2018 – 50 Year Black Law Student Association (BLSA) Celebration

Howard University, January, 2016 – Guest Speaker

Iowa State University, Fall 2012 - Guest Lecturer

Kansas State University, February 2016 – Keynote Speaker, Black History Month

Livingstone College, Nov 2013 – Keynote Speaker, Annual Assembly

Morgan State University, February 2014 – Keynote Speaker, Black History Month Community Celebration

New York University, Stern Business School, April 2012 – Guest Lecturer

Northwestern University, Kellogg Graduate School of Management, November 2009 and 2010 - Guest Speaker

Northwestern University, January 2019 - MLK Week Keynote Speaker

Occidental College, March 2018 - Women's History Month Speaker

Princeton University, February 2013 – Black History Month Speaker

Roosevelt University, Heller Business School, February 2013 – Black History Month Speaker

Rutgers Business School, January 2018 - MLK Day Speaker

San Diego State University, April 2018 – Economic Empowerment Action Summit Keynote Speaker

Suffolk University, October 2012 – Guest Lecturer

Southern Illinois University, February 2013 – Black History Month Speaker

Texas A&M University, January 2015 – MLK Day Speaker

Tuskegee University, September 2010, 2012 - Guest Speaker; June 2021 - BTW Annual Summit Keynote Speaker

University of California, Berkeley, March 2012 - Guest Speaker

University of Chicago Graduate School of Business, November 2009 and February 2011 – Black History Mont Speaker

University of Cincinnati, November 2009 – Guest Speaker

University of Mary Williams, February 2017 - Black History Month Speaker

University of Minnesota, April 2016 - Keynote Speaker

University of Nebraska, November 2014 – Keynote Speaker

University of Texas at Austin, February 2011 - Keynote Speaker

LARGE HOST CORPORATIONS

Allstate

American Express

American Family Insurance

American Grocers (Owners of Bi-Lo, Winn Dixie)

Amway

Arizona Public Service (State's energy company)

Chapman & Cutler (global law firm)

Chicago Federal Reserve Bank

Cintas

DropBox

eBay

Exelon

Faegre, Baker, Daniels (global law firm)

Fifth Third Bank

Ford/ Ford Hall Forum

Hallmark

Industrial Bank

Intel

International Paper

Jacksonville Energy

Jenner & Block

Legal Shield

Liberty Bank

Marsh & McClennan

New York Life

Nielsen

Office Max

OneUnited Bank

PNC Bank

Sears

South Coast Paper

Travelers Insurance

Truist Bank

OTHER HOST ORGANIZATIONS (Civic, trade, professional, faith, rights, political groups and government)

100 Black Women (Phoenix)

African American Chamber of Commerce for Cincinnati and Greater Kentucky

African American Chamber of Commerce for PA, NJ, DE

African American Chamber of Dallas and Fort Worth

African American Chamber of New Jersey

African American Chamber of Westchester and Rockland Counties

Alabama Area Council of Churches

Alabama Area Council of Community and Independent Churches

Alpha Kappa Alpha Sorority

Amistad Bar Association Cook County Bar Association

Atlanta Metro Black Chamber of Commerce

Atlanta Urban League

Black Chamber of Arizona

Beaumont NAACP

Charlotte Mecklenburg Black Chamber of Commerce

Chicago Minority Supplier Development Council

Chicago Urban League

Cities United

City Club of Cleveland

City of Antioch

City of Atlanta

City of Birmingham

City of Durham Office of Equity & Inclusion

Coalition of Black Trade Unionists

Collective Empowerment Group

Colorado Black Women for Political Action

Columbus African American Chamber of Commerce

Concerned African Women, Inc.

Congressional Black Caucus Foundation

Cook County Bar Association

Delta Sigma Theta Sorority

Ebenezer Church (Dr. King's home church in Atlanta)

Federal Housing Finance Agency

Friendship West Baptist Church (Rev. Dr. Freddy Haynes' Church)

Grand Rapids Black Chamber of Commerce

Grand Rapids Urban League

Greater Durham Black Chamber of Commerce

Greater Houston Black Chamber of Commerce

Greater Madison Chamber of Commerce

Greater Mt. Nebo AME (Pastor Jonathan Weaver)

Greater New England Minority Supplier Development Council

Greater New Mt. Moriah Baptist Church (Benjamin Hooks' Church)

Greater Sacramento Urban League

Greenville Chamber of Commerce

Hartford Black Chamber of Commerce

Holly Springs Chamber of Commerce

Houston Black Chamber of Commerce

Illinois Black Chamber of Commerce

INROADS

International Black Economic Forum

Jackson Memorial Church (Harriett Tubman's Church in Long Island, NY)

Jacksonville Urban League

Kansas Black Chamber of Commerce

Kellogg Black Alumni Association

LINC UP

Madison Public Schools

Maryland/DC Minority Supplier Development Council

Metropolitan Chicago YWCA

Miami-Dade Chamber of Commerce

Michigan Minority Supplier Development Council

Milwaukee Urban League

Mt. Ennon Baptist Church (Pastor Dr. Delman Coates)

Mountain Region Minority Supplier Development Council

National Association of Black Alcoholic Beverage Companies

National Association of Black Women Lawyers

National Association of Negro Business and Professional Women's Clubs

National Association of Real Estate Brokers

National Bar Association

National Black McDonald's Owners Association

National Black MBA Association

National Coalition of 100 Black Women of America

National Newspaper Publishers Association

National Organization of Black Chemists and Chemical Engineers

New Jersey NAACP

North Carolina Institute of Minority Enterprise Development

North Central Minority Supplier Development Council

Northern VA Black Chamber of Commerce

PA/NJ/DE Minority Supplier Development Council

Penn State University Black Alumni Association

Peoria Minority Business Development Center

Perfecting Faith Church (Pastor Donnie McClurkin)

Philadelphia Urban League

Reid Temple Church

Richmond Black Chamber of Commerce

Riverside County African American Chamber of Commerce

Sacramento Urban League

Saint Mark AME Church (Chicago, IL)

Saint Paul Baptist Church (Charlotte, NC)

Saint Paul Community Methodist Church (Selma, AL)

Shreveport Bossier African American Chamber of Commerce

Southern California Minority Supplier Development Council

Stamford NAACP

The American College of Financial Services

The Economy League (Philadelphia)

The Word Church (Pastor R.A. Vernon, Cleveland, OH)

Toledo African American Chamber of Commerce

Trinity United Church of Christ (Pastor Dr. Otis Moss, Chicago, IL)

Union Temple Baptist Church

Urban League of Essex County

Urban League of Union County

United States Black Chamber of Commerce

University of Chicago Booth Black MBA Association

Upstate Urban League (Greenville, SC)

US Coast Guard

Western Regional Minority Supplier Development Council

YWCA