



To inspire more Americans to support Black-owned businesses...

To stimulate more supplier diversity in corporate America...

To support companies that depend on diverse suppliers...

To economically empower their community...

One African American family made a year-long commitment to shop only from Black-owned businesses

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*

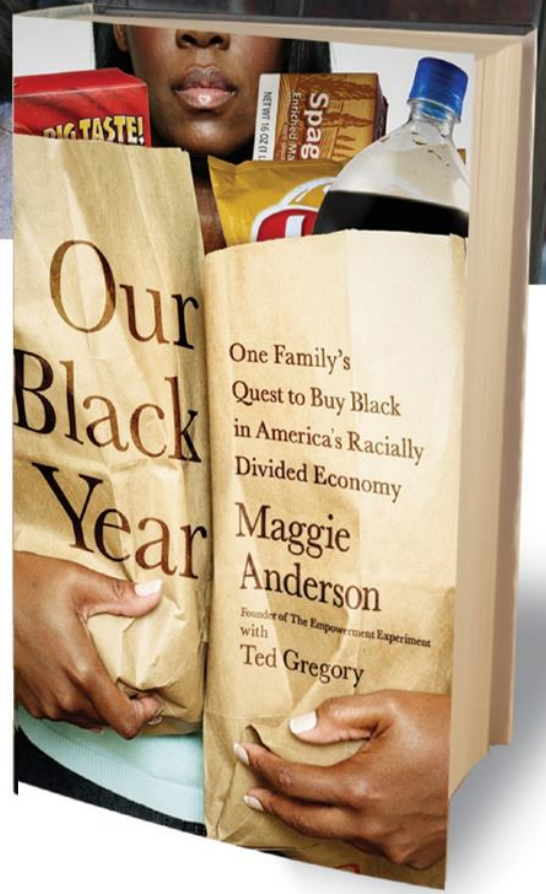
"Both heart-wrenching reality check and urgent call to action, *Our Black Year* is an inspiring and often mind-bending case study of what it takes to make self-help economics a reality of day-to-day living for African Americans. The economic odyssey of the Anderson family is nothing short of heroic."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

**Maggie Anderson, JD, MBA, Speaker, Academic,
Author of the critically acclaimed book, "Our Black Year",
Founder of The Empowerment Experiment (EE) Movement.
as seen and heard on...**



BIO/ ACCOMPLISHMENTS/ AWARDS

MAGGIE ANDERSON, FOUNDER, THE EMPOWERMENT EXPERIMENT FOUNDATION, INC.

AUTHOR, “OUR BLACK YEAR”,

CREATOR, “THE BLACK OWNED HAIR CARE CHALLENGE

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” only for an entire year. Her family was threatened, and her mother was dying of pancreatic cancer. She took this stand raising two babies and with no Black owned grocery store. Maggie’s historic year AKA “The Empowerment Experiment” (“EE”) resulted in an unprecedented amount of mainstream media, university, and corporate attention specifically on Black owned businesses, systemic racism in the American economy, and economic inequality; tens of millions in revenue for and deposits into Black businesses and banks; a landmark Kellogg study proving 1 million jobs could be created if Black firms received a small increase in support; and her critically acclaimed book, “Our Black Year”.

Since EE, 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 businesses and Black economic unity; preaches about economic justice and empowerment; and shares EE, and how it has since changed and ‘saved’ her life, effectively curing her muscular dystrophy.

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 clear-eyed 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.

For her sustained activism 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 new 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 asks consumers to publicly commit to support the Black owned hair care businesses and beauty supply stores.

Maggie, a native of Liberty City in Miami, Florida and the first American-born child of Cuban immigrants, has a BA in Political Science 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 21 years, John C. Anderson (AB, Economics, Harvard University, 1993; MBA, Finance, Kellogg Graduate School of Management, 1999) and their two daughters, Cori and Cara, thirteen and fifteen.

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

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
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

Speaker/Media Credentials, 2009-2020 – Margarita Anderson, CEO, The Empowerment Experiment, and Author, *Our Black Year*
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, April 2010 – Guest Lecturer
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

Speaker/Media Credentials, 2009-2020 – Margarita Anderson, CEO, The Empowerment Experiment, and Author, *Our Black Year*
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
University of California, Berkeley, March 2012 – Guest Speaker
University of Chicago Graduate School of Business, November 2009 and February 2011 – Black History Month 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 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
Exelon
Faegre, Baker, Daniels (global law firm)
Fifth Third Bank
Ford/ Ford Hall Forum
Hallmark
Industrial Bank
Intel
International Paper
Jacksonville Energy
Jenner & Block
Liberty Bank
Marsh & McLennan
New York Life
Nielsen
Office Max
OneUnited Bank

Sears

South Coast Paper

Travelers Insurance

Truist Bank

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

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

Amistad Bar Association Cook County Bar Association

Atlanta Metro Black Chamber of Commerce

Atlanta Urban League

Black Chamber of Commerce for Northern VA

Charlotte Mecklenburg Black Chamber

Chicago Minority Supplier Development Council

Chicago Urban League

City Club of Cleveland

City of Antioch

City of Birmingham

City of Durham Office of Equity & Inclusion

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

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

Grand Rapids Black Chamber of Commerce

Grand Rapids Urban League

Greater Houston Black Chamber of Commerce

Greater Mt. Nebo AME (Pastor Jonathan Weaver)

Greater New England Minority Supplier Development Council

Greater New Mt. Moriah (Benjamin Hooks' Church)

Greenville Chamber of Commerce

Illinois Black Chamber of Commerce

INROADS

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

Kansas Black Chamber of Commerce

Kellogg Black Alumni Association

LINC UP

Maryland/DC Minority Supplier Development Council
Maryland/DC Minority Supplier Development Council
Metropolitan Chicago YWCA
Miami-Dade Chamber of Commerce
Michigan Minority Supplier Development Council
Michigan Minority Supplier Development Council,
Milwaukee Urban League
Mount 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 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
PA/NJ/DE Minority Supplier Development Council
Penn State University Black Alumni Association
Perfecting Faith Church (Pastor Donnie McClurkin)
Philadelphia Urban League
Quad County African American Chamber of Commerce
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
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)
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
Western Regional Minority Supplier Development Council
YMCA