

Nominee's Accomplishments: *

Please detail significant accomplishments that highlight:

- Significant proven achievements
- Demonstrate how the entrant facilitates change within their organization
- How they act as a role model to others

Word Count: 0 / 500

Erica Calhoun is the SVP, Head of Experiential Marketing, North America at Public Label. But she's much, much more. Erica is a consummate professional with an extraordinary ability to lead and inspire the best in her colleagues. Throughout her remarkable career she's built a solid foundation and uses the many skills she's developed to drive excellence in event and experiential marketing. Erica's vast industry knowledge, her engaging shoot-from-the-hip candor, and her sharp wit have helped drive our agency and grow clients' businesses.

Over the past three decades Erica has risen through the ranks at leading agencies in Atlanta, Denver, and New York. Along the way she ascended into senior management and marketing roles, while directing accounts such as Moët Hennessy, Charter Spectrum, Josh Wines, PepsiCo, Amazon, Wells Fargo, and Facebook. Erica has also enjoyed success in the Sports Marketing/Sponsorship realm having worked with NASCAR, NCAA, NFL, NBA, MLS, USOC, NHL, MLB and is one of the original 8 founding marketing leaders of the WNBA.

Today, Erica's innovative mindset is put to effective use helping Public Label clients push the boundaries of how brands and consumers can connect through live experiences. But Erica believes her greatest career achievement has been as a mentor. She passionately guides young professionals and counts over 100 mentees to whom she remains connected. Coach and Mentor are her favorite titles.

Beyond her many accomplishments, however, Erica is simply a remarkable human. Among her amazing qualities is the ability to always smile no matter who she encounters. She brightly lights up every room she enters. And she has keen ability to pause a group conversation to ensure everyone is heard and valued. Simply put, she champions all voices. Erica is larger than life. Her jovial nature and magnetic personality can make instant friends of anyone she encounters. The only thing bigger than her infectious laugh is her generous heart. She promotes true diversity and genuinely celebrates the full spectrum of individuals that make up our agency, our clients, and the world around her.

As a woman of color, Erica pioneered DE&I opportunities, well before it was a well-embraced concept. She enjoys connecting with other DE&I leads and exchanging innovative and thoughtful ways to promote diversity through the brand experiences we produce. And she champions the cause internally, working to make sure [Public Label](#) is comprised of a diverse group of talented individuals who embrace the DE&I mindset. Her goal is to work with other like-minded organizations and to continually improve how and where DE&I comes to life. Erica currently serves on the Board of the NYC Metro Chapter of WISE and moderated the 50th anniversary of the Title IX. She is fearless about taking the lead with client partners, including LVMH, with a discussion and training session on Unconscious Bias and Racially Motivated Misconduct in the Workplace. And Erica planned and organized the production of our Black History Month Video in celebration of Juneteenth — recognizing the first year it was acknowledged as a National Holiday.

Endorsement: *

Please include a personal endorsement for the nominee. Why do you think they should win this award?

Erica can boldly capture the attention of a room full of people while informing opinions and transforming attitudes. She can delicately touch the hearts and minds of an individual. And she can passionately inspire remarkable collaborations between our team and the clients. These are all qualities worth celebrating in this day and age. I'm not aware of anyone who brings both a level of respect for the marketing craft and an outstanding passion to champion humanity together in one magnificent person. For these reasons, and because Eric is perpetually deflecting the spotlight to those around her, it's time the light shined on her. Erica deserves to be honored for her tireless work in the industry and her endless impact on the many thousands of people she's encountered along the way on her life's journey.