

EDDIE FRANCIS

AWARD-WINNING MASS MEDIA VETERAN

SPEAKER INTRODUCTION

Eddie Francis is an award-winning mass media veteran who shares an enriching message about the power of identity and value through his energetic and humorous speaking engagements, informative blogs, and candid broadcast appearances.

A native of New Orleans, Eddie made his mark in radio where he earned an award from the Press Club of New Orleans for his interview with a Rwandan genocide survivor. Later, as the public relations director at Southern University at New Orleans, Eddie spearheaded the 2011 campaign to defeat the State of Louisiana's proposal to remove the university from its system. So impressive was the victory that he was invited to be a contributor to "The HBCU Nation Radio Show" on WRVS-FM and on the HBCU Channel, SiriusXM 142. His experience, including a stint at Paul Quinn College, has led Eddie to Dillard University where he is currently the Director of Communications and Marketing.

Having pivoted to talent acquisition at one point, Eddie leveraged his mass communication skills to enter the public conversation about importance of personal branding. He recruited in several industries and worked with nearly 300 hiring managers. He also publishes the "Identity and Value" and "Lectures to Livelihood" blogs.

In the podcasting world, Eddie hosts "For Our Edification" and is the former host of "The HBCU Lifestyle Podcast," one of Podbean's top 10 education podcasts in 2014 through 2016. He has also written for the Huffington Post, LinkedIn, Careers in Government, the HOPE Scholarship, and HBCU Connect.

An active member of Alpha Phi Alpha fraternity, Eddie has a love for educating college fraternity and sorority members about living their organizations' values. He presents the Black Greek Success Program; and produces the Greek talk series, Pledge to Serve. Because of his work, Eddie participated in social media chats about Greek life for College Summit and Al Jazeera America. He has also written for HBCU Lifestyle, AFLV Connections, and Watch the Yard.

Eddie is a Master of Professional Studies candidate at Tennessee State University and he earned his Bachelor of Arts in Mass Communication from Loyola University New Orleans. He serves on the board of the Purposeful Philanthropy Foundation which is led by his wife, Halima Leak Francis, Ph.D.