

# EDDIE FRANCIS

BRAND STRATEGY CONSULTANT | AWARD-WINNING BROADCASTER | SPEAKER

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## Long Biography

Eddie Francis is a brand strategy consultant, speaker and award-winning broadcaster, he hosts “I Wanna Work There!,” one of Hannon Hill’s best higher education podcasts of 2024 and “For Our Edification,” a personal leadership podcast. Eddie is also a frequent contributor to WBOK radio in New Orleans. His work is driven by his belief in ethical leadership.

Eddie’s career launched in radio as “Fast Eddie,” producer of the wildly popular “C.J. & Company” morning show on WQUE, New Orleans’ top hip hop and R&B radio station. He also co-produced and contributed to the award-winning “Sunday Journal with Hal Clark” on the market’s top old school R&B radio station, WYLD. Eddie went on to host “The HBCU Lifestyle Podcast,” one of Podbean’s top 10 education podcasts, and he contributed to “The HBCU Nation Radio Show” on SiriusXM.

Ironically, Eddie found his voice in education. It was as an educational and career success speaker with Monster’s Making It Count programs that Eddie reached over a quarter of a million high school and college students. He then stepped into higher education marketing and communications as the director of public relations at Southern University at New Orleans. There, he crafted the university’s brand and spearheaded the public relations campaign to defeat a state legislative bill that threatened the institution’s future. Eddie moved on to Paul Quinn College where he helped spark an enrollment increase of nearly 80 percent. At Dillard University, he led the “Write Your Legacy” brand evolution campaign, increased the institutional media voices by 125 percent, and expanded the university’s licensed merchandise offerings, and led the institution’s website rebuild. Currently, is an adjunct instructor of interdisciplinary studies at Southern New Hampshire University.

In a career pivot, Eddie entered talent acquisition where his appreciation for leadership, employer branding and personal branding grew. He worked with more than 300 hiring managers and recruited from the entry to executive levels. Eddie recruited for such brands as Quest Diagnostics, Staples, Lowe’s, Sprouts Farmers Market, and Tyco SimplexGrinnell. He also recruited for Cielo, an HRO Baker’s Dozen award-winning global recruitment firm.

Eager to inspire, Eddie uses his highly regarded public speaking skills to focus on his passion for leadership. He speaks to college students about the leader-follower relationship, followership, and career preparation. Eddie enlightens professional audiences with talks about: employer branding; talent recruitment and retention; and diversity, equity, inclusion, and belonging. He has spoken for such institutions and organizations as the American Marketing Association, the Big XII Conference on Black Student Government, the Northeast Greek Leadership Association, Southern Methodist University, the Urban League of Louisiana, the University of North Alabama, Hannon Hill, and the National Funeral Directors and Morticians Association Conference.

Eddie has been quoted and featured in The Chronicle of Higher Education, Diverse: Issues in Higher Education, The Times-Picayune, The Huffington Post, Inside Higher Ed, Careers in Government, Watch the Yard and AFLV Connections in addition to “The Higher Ed Marketer,” “Confessions of a Higher Ed CMO,” “The Fraternity Foodie Podcast,” and more. Eddie also contributed to the Greek University book *From Letters to Leaders: Perseverance and How to Be a Great Fraternity or Sorority Alumnus*.

Among Eddie's honors and recognition are New Orleans Magazine's "30 People to Watch," the Press Club of New Orleans' Excellence in Broadcasting Best Radio Entertainment Feature Award, (one of) 25 Twitter Pages Diverse Students Should Follow, and two nominations for the AMA Foundation's Higher Education Marketer of the Year.

A native of New Orleans, Eddie earned his Master of Professional Studies in strategic leadership from Tennessee State University where he researched the effects of narcissistic leadership on followership. He earned his Bachelor of Arts in mass communication from Loyola University New Orleans. Eddie is a member of the American Marketing Association where he served on the planning committee for the Symposium for the Marketing of Higher Education, the International Leadership Association, and Alpha Phi Alpha Fraternity Inc. He is the proud husband of Dr. Halima Leak Francis and the proud father of Stevie.

### **150-Word Biography**

Eddie Francis is a brand strategy consultant, speaker, leadership enthusiast, and award-winning broadcaster. He hosts "I Wanna Work There!," one of Hannon Hill's best higher ed podcasts of 2024 and "For Our Edification," and he is a frequent contributor to WBOK radio.

He has been quoted and featured in The Chronicle of Higher Education, The Huffington Post, Inside Higher Ed, Careers in Government, Watch the Yard, on "The Higher Ed Marketer," "Confessions of a Higher Ed CMO," and more. Among Eddie's honors are New Orleans Magazine's "30 People to Watch," the Press Club of New Orleans' Best Radio Entertainment Feature, and two nominations for AMA's Higher Education Marketer of the Year.

Eddie earned his master's degree in strategic leadership from Tennessee State University and his bachelor's from Loyola University New Orleans. He is a member of the American Marketing Association, the International Leadership Association, and Alpha Phi Alpha Fraternity Inc.

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## Speaker Introduction

Eddie Francis is a brand strategy consultant, speaker, leadership enthusiast, and award-winning broadcaster. He hosts “I Wanna Work There!,” one of Hannon Hill’s best higher ed podcasts of 2024 and “For Our Edification,” and he is a frequent contributor to WBOK radio. His work is driven by his belief in ethical leadership and that being valued matters.

With a diverse professional background in media, higher education marketing and communications and talent acquisition, Eddie has been quoted and featured in The Chronicle of Higher Education, The Huffington Post, Diverse Issues in Higher Education, Inside Higher Ed, Careers in Government, Watch the Yard in addition to the podcasts “The Higher Ed Marketer,” “Confessions of a Higher Ed CMO,” and “Higher Voltage,” to name a few. Eddie also contributed to the Greek University book *From Letters to Leaders: Perseverance and How to Be a Great Fraternity or Sorority Alumnus*.

Because of his work, Eddie has been honored as one New Orleans Magazine’s “30 People to Watch,” with the Press Club of New Orleans’ Best Radio Entertainment Feature, and with two nominations for AMA Foundation’s Higher Education Marketer of the Year.

Eddie earned his master’s degree in strategic leadership from Tennessee State University and his bachelor’s degree in mass communication from Loyola University New Orleans.

He is a member of the American Marketing Association, the International Leadership Association, and Alpha Phi Alpha Fraternity Inc. He is the proud husband of Zeta Phi Beta Sorority Inc. member, Dr. Halima Leak Francis, and the proud father of Stevie.

Please welcome our speaker, Eddie Francis.

## **Media Interview Introduction**

### *Marketing Interview*

Eddie Francis is a brand strategy consultant, speaker, and award-winning broadcaster who led marketing and communications at Southern University at New Orleans, Paul Quinn College, and Dillard University. He was nominated twice for the AMA Foundation Higher Education Marketer of the Year and served as a member of the planning committee for the American Marketing Association's higher ed symposium. His podcast, *I Wanna Work There!*, focuses on employer branding at colleges and universities.

### *Leadership Interview*

Eddie Francis is a leadership enthusiast, brand strategy consultant, speaker and award-winning broadcaster who holds a master's degree in strategic leadership from Tennessee State University where he researched and wrote about the effects of narcissistic leadership on followership. He hosts the personal leadership podcast, "For Our Edification." Eddie speaks about the leader-follower relationship, followership, and he contributed to the book *From Letters to Leaders: Perseverance and How to Be a Great Fraternity or Sorority Alumnus*.