

EDDIE FRANCIS

BRAND MARKETER | AWARD-WINNING BROADCASTER | SPEAKER

Speaker Introduction

Eddie Francis is driven by his desire to promote ethical leadership in everything that he does, whether it is in marketing, broadcasting, or speaking. He hosts “The Way Forward” on WBOK radio, “I Wanna Work There!,” one of Hannon Hill’s best higher education podcasts of 2024, and “For Our Edification,” a personal leadership podcast.

With a diverse professional background, Eddie has been quoted and featured in The Chronicle of Higher Education, Diverse Issues in Higher Education, Inside Higher Ed, Careers in Government, and even Watch the Yard. He has also been a guest on the podcasts The Higher Ed Marketer, Confessions of a Higher Ed CMO, and The Horrible Boss Effect to name a few.

Eddie also contributed to the books *From Letters to Leaders: Perseverance and How to Be a Great Fraternity or Sorority Alumnus* and *Epic Content Marketing for Higher Education*.

The New Orleans native has been recognized as one of New Orleans Magazine’s 30 People to Watch. He also received the Press Club of New Orleans’ Best Radio Entertainment Feature Award and 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 Press Club of New Orleans, and Alpha Phi Alpha Fraternity Inc.

Eddie is the proud husband of Dr. Halima Leak Francis, the proud father of Stevie, a dog daddy to Allegra, and a cat daddy to Asa. Please welcome our speaker, Eddie Francis.

Media Interview Introductions

Marketing Interview

Eddie Francis is a brand strategist who led marketing and communications at Southern University at New Orleans, Paul Quinn College, and Dillard University. He was nominated twice for the American Marketing Association’s Higher Education Marketer of the Year and served as a member of the planning committee for AMA’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 who holds a master’s degree in strategic leadership from Tennessee State University where he researched the effects of narcissistic leadership on followership. He hosts the personal leadership podcast For Our Edification and the talk radio show, The Way Forward, on WBOK in New Orleans.