

EDDIE FRANCIS

BRANDING & LEADERSHIP ENTHUSIAST | SPEAKER | AWARD-WINNING MASS MEDIA VETERAN

Long Biography

Eddie Francis is a branding and leadership enthusiast, speaker, and award-winning mass media veteran. He dedicates his time to helping people and organizations express the value of their identities so that their brands stand out. Eddie produces and hosts the “For Our Edification” podcast as well as the Enrollify Podcast Network’s “I Wanna Work There!” He also presents “The Black Greek Success Program” to show members of African American fraternities and sororities how to enhance their leadership skills as well as “Lectures to Livelihood” to help college students prepare for career opportunities.

Eddie launched his career with one of New Orleans’ top-ranked radio stations. He became known as “Fast Eddie,” the producer of the wildly popular “C.J. & Company” morning show on WQUE-FM. He later moved on to co-produce and contribute to the award-winning “Sunday Journal with Hal Clark” on WYLD-FM where he earned the Press Club of New Orleans’ Best Radio Entertainment Feature award for his interview with Rwandan genocide survivor Immaculée Ilibagiza. Eddie also produced Q93’s weekly show, “Real Talk.”

Seeing an opportunity to lead, Eddie moved on to marketing and communications, serving as the PR director at Southern University at New Orleans. There, he spearheaded the 2011 campaign to defeat the State of Louisiana’s proposal to remove SUNO from the Southern University System. Eddie moved on to Paul Quinn College in Dallas, and later returned to New Orleans to take on the role of marketing and communications director at Dillard University. There, he led the “Write Your Legacy” brand refresh, Dillard’s website rebuild, and he led the effort to expand Dillard’s licensed merchandise offerings with Sam’s Club. Because of his efforts, Eddie was nominated for the AMA Foundation’s Higher Education Marketer of the Year.

Through his career pivots, Eddie’s voice has remained in mass media. He hosted “The HBCU Lifestyle Podcast,” one of Podbean’s top 10 education podcasts; and he served as a contributor to “The HBCU Nation Radio Show.” His thoughts about everything from his work to social issues can be seen on The Huffington Post, LinkedIn, Careers in Government, Medium, Watch the Yard, HBCU Lifestyle, AFLV Connections, and his own Black Greek Success and Identity and Value blogs.

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

Short Biography

Eddie Francis is a branding and leadership enthusiast, speaker, and award-winning mass media veteran who dedicates his time to helping people and organizations express the value of their identities so that their brands stand out. Eddie produces and hosts the “For Our Edification” podcast as well as the Enrollify Podcast Network’s “I Wanna Work There!” He also presents “The Black Greek Success Program” to show members of African American fraternities and sororities how to enhance their leadership skills and “Lectures to Livelihood” to help college students prepare for their careers.

Eddie became a familiar voice to New Orleans as on-air talent and a show producer on WQUE-FM and WYLD-FM where he earned the Press Club of New Orleans’ Best Radio Entertainment Feature award for his interview with a Rwandan genocide survivor. Seeing an opportunity to lead, Eddie moved on to higher education, directing marketing and communications at Southern University at New Orleans, Paul Quinn College, and Dillard University where he led the “Write Your Legacy” brand refresh. Because of his efforts, Eddie was nominated for the AMA Foundation’s Higher Education Marketer of the Year.

The New Orleans native earned his master’s degree in strategic leadership from Tennessee State University and his bachelor’s 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. Eddie is the proud husband of Zeta Phi Beta Sorority Inc. member, Dr. Halima Leak Francis, and the proud father of Stevie.

Speaker Introduction

Eddie Francis is a branding and leadership enthusiast, speaker, and award-winning mass media veteran who dedicates his time to helping people and organizations express the value of their identities so that their brands stand out. He produces and hosts the “For Our Edification” podcast as well as the Enrollify Podcast Network’s “I Wanna Work There!”

Eddie became a familiar voice to New Orleans as “Fast Eddie,” on-air talent and show producer on WQUE-FM and WYLD-FM where he earned the Press Club of New Orleans’ Best Radio Entertainment Feature award for his interview with Rwandan genocide survivor, Immaculée Ilibagiza.

Seeing an opportunity to lead, Eddie moved on to higher education, directing marketing and communications at Southern University at New Orleans, Paul Quinn College, and Dillard University where he led the “Write Your Legacy” brand refresh. Because of his efforts, Eddie was nominated for the AMA Foundation’s Higher Education Marketer of the Year.

Through his career pivots, Eddie’s voice has remained in mass media. He hosted “The HBCU Lifestyle Podcast,” one of Podbean’s top 10 education podcasts; and he served as a contributor to “The HBCU Nation Radio Show.” His thoughts about everything from his work to social issues can be seen on The Huffington Post, LinkedIn, Careers in Government, Medium, Watch the Yard, HBCU Lifestyle, AFLV Connections, and his own Black Greek Success and Identity and Value blogs.

The New Orleans native earned his master’s degree in strategic leadership from Tennessee State University and his bachelor’s 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. Eddie is the proud husband of Zeta Phi Beta Sorority Inc. member, Dr. Halima Leak Francis, and the proud father of Stevie.

Media Interview Introduction

Eddie is a branding and leadership enthusiast, speaker, and award-winning mass media veteran who dedicates his time to helping people and organizations express the value of their identities to help their brands stand out. The New Orleans native produces and hosts the “For Our Edification” podcast as well as the Enrollify Podcast Network’s “I Wanna Work There!”