

EDDIE FRANCIS

AWARD-WINNING BROADCASTER | BRAND STRATEGIST | SPEAKER

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Long Biography

The deep belief that being valued matters sits at the center of Eddie Francis' work as a brand strategist and speaker. The New Orleans native is the founder and principal of Edify Ventures, LLC, a consultancy that focuses on personal branding, employer branding, and experiences. He is also an award-winning broadcaster who produces and hosts the "For Our Edification" podcast as well as the Enrollify Podcast Network's "I Wanna Work There!"

Eddie launched his media career with 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." He hosted "The HBCU Lifestyle Podcast," one of Podbean's top 10 education podcasts. He also 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. His diverse skill set led to being honored as one of New Orleans Magazine's "30 People to Watch."

Seeing an opportunity to lead, Eddie moved on to higher education where he led marketing and communications at three institutions. He set Southern University at New Orleans' brand identity and guidelines and also spearheaded the campaign to defeat the State of Louisiana's 2011 proposal to remove SUNO from the Southern University System. Eddie moved on to lead communications at Paul Quinn College in Dallas where he helped spark an enrollment increase of nearly 80 percent. At Dillard University, he led the "Write Your Legacy" brand evolution campaign and expanded the university's licensed merchandise offerings. Because of his efforts, Eddie was nominated twice for the AMA Foundation's Higher Education Marketer of the Year.

As a speaker, Eddie shares lessons learned from his career as well as his passion for leadership studies with college students. He presents "Lead by Leading You" to help students boost their personal leadership, "The Black Greek Success Program" to help members of African American fraternities and sororities improve their chapters, "Lectures to Livelihood" to enhance students' personal brands, and "Give 'Til It's Built" to teach students leadership through philanthropy.

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Eddie 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, 150-Word Biography

Eddie Francis is a brand strategist, speaker and award-winning broadcaster who produces and hosts the “For Our Edification” and “I Wanna Work There!” podcasts. He has been honored with a Press Club of New Orleans award and as one of New Orleans Magazine’s “30 People to Watch.” As a speaker, Eddie shares lessons learned from his marketing and communications career and leadership studies.

In higher education, Eddie led marketing and communications at Southern University at New Orleans, Paul Quinn College, and Dillard University. Because of his efforts, he was also nominated twice 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 degree in mass communication from Loyola University New Orleans. Eddie is a member of the American Marketing Association, International Leadership Association, and Alpha Phi Alpha Fraternity Inc.

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Speaker Introduction

The deep belief that being valued matters sits at the center of Eddie Francis' work as a brand strategist and speaker. The New Orleans native is the founder and principal of Edify Ventures, LLC, a consultancy that focuses on personal branding, employer branding, and experiences. He is also an award-winning broadcaster who produces and hosts the podcasts "For Our Edification" and "I Wanna Work There!"

Eddie gained notoriety throughout Greater New Orleans as the producer of the wildly popular WQUE-FM shows "C.J. & Company" and "Real Talk." He also co-produced and contributed to the award-winning "Sunday Journal with Hal Clark" on WYLD-FM, where he earned a Press Club of New Orleans award. Eddie hosted "The HBCU Lifestyle Podcast," one of Podbean's top 10 education podcasts, and he contributed to "The HBCU Nation Radio Show."

His thoughts about everything from his work to social issues have been written on The Huffington Post, LinkedIn, Careers in Government, Medium, Watch the Yard, HBCU Lifestyle, and his own Black Greek Success and Identity and Value blogs. His diverse skill set led to being honored as one of New Orleans Magazine's "30 People to Watch."

In higher education, Eddie led marketing and communications at three institutions. He created the brand identity and guidelines for Southern University at New Orleans, he helped spark an enrollment increase of nearly 80 percent at Paul Quinn College, and Eddie led the "Write Your Legacy" brand evolution campaign and expanded licensed merchandise offerings at Dillard University. Because of his efforts, Eddie was nominated twice for the AMA Foundation's Higher Education Marketer of the Year.

Eddie 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.

Please welcome our speaker, Eddie Francis.

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Media Interview Introduction

Generic Interview

Eddie Francis is a brand strategist, speaker, and award-winning broadcaster who hosts the podcasts, “For Our Edification” which focuses on personal leadership, and “I Wanna Work There!,” which focuses on employer branding for colleges and universities.

Brand Strategy Interview

Eddie Francis is a brand strategist, 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 has 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 brand strategist, speaker, and award-winning broadcaster who holds a master’s degree in strategic leadership from Tennessee State University. A former higher education marketing and communications leader, Eddie hosts the podcast, “For Our Edification” which focuses on personal leadership. He speaks at colleges and universities about student leadership and the growing study of followership as a way to develop effective leaders.