

EDDIE FRANCIS

BRAND STRATEGY CONSULTANT | AWARD-WINNING BROADCASTER | SPEAKER

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Long Biography

Eddie Francis is driven by his personal mission to promote ethical leadership in everything that he does, from his work as a brand strategist to radio and podcasting to professional speaking. He hosts “I Wanna Work There!,” one of Hannon Hill’s best higher education podcasts of 2024, “For Our Edification,” a personal leadership podcast, and “Ethocast,” a fraternity and sorority leadership podcast. Eddie is also a frequent contributor to WBOK radio in New Orleans.

A proud native of New Orleans, Eddie has been quoted and featured in The Chronicle of Higher Education, *Diverse: Issues in Higher Education*, 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,” “Higher Voltage,” 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*.

Committed to leadership for good, Eddie speaks about the leader-follower relationship, followership, personal leadership, and employer branding in higher education. He has spoken for such institutions and organizations as the American Marketing Association, the University of Alabama, the Big XII Conference on Black Student Government, the Northeast Greek Leadership Association, the Urban League of Louisiana, Wiley University, Hannon Hill, the National Funeral Directors and Morticians Association Conference, and Southeastern Louisiana University. Eddie also teaches a course on cultural awareness and communication skills for Southern New Hampshire University.

Eddie’s career launched as “Fast Eddie,” air personality and hilarious producer of the popular “C.J. & Company” morning show on WQUE, New Orleans’ top hip hop radio station. He also co-produced the award-winning “Sunday Journal with Hal Clark” on the market’s top 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 a speaker with Monster’s Making It Count programs that Eddie reached over a quarter of a million high school and college students. He later stepped into higher education by leading marketing and communications at Southern University at New Orleans. There, he branded the university and spearheaded the PR campaign to defeat a state legislative bill that threatened SUNO’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, expanded the university’s licensed merchandise offerings, and led the institution’s website rebuild. In a career pivot, Eddie entered talent acquisition where he recruited for award-winning global recruitment firm Cielo and for such brands as Quest Diagnostics, Staples, Lowe’s, Sprouts Farmers Market, and Tyco SimplexGrinnell.

Among Eddie’s honors and recognition are New Orleans Magazine’s “30 People to Watch,” the Press Club of New Orleans’ 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.

Eddie earned his master's degree in strategic leadership from Tennessee State University and his bachelor's 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.

Short 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, "For Our Edification" and "Ethocast," 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 driven by his personal mission to promote ethical leadership in everything that he does, from his work as a brand strategist to radio and podcasting to professional speaking. He hosts “I Wanna Work There!,” one of Hannon Hill’s best higher education podcasts of 2024, “For Our Edification,” a personal leadership podcast, and “Ethocast,” a fraternity and sorority leadership podcast. Eddie is also a frequent contributor to WBOK radio in New Orleans.

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 recognized 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. Eddie is the proud husband of 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 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 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 strategist, speaker and award-winning broadcaster 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 Greek life leadership podcast "Ethocast." 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*.