



**Maggie Anderson**  
Founder, The Empowerment Experiment  
Author, "Our Black Year"

Dynamite!... An effective probe...!  
*Publishers Weekly*

An important book.  
Marc Morial, President and CEO, National Urban League

This book will appeal to those looking to effect positive change in their communities.  
*Library Journal*

An eye-opening book that should be read by anyone interested in the nation's racial and economic divide.  
*Huntington News*

The economic odyssey of the Andersons is nothing short of heroic.  
Alfred Edmond, Editor in Chief, *Black Enterprise Magazine*

Blistering, honest... [a] clear-eyed perspective on how African Americans got to where they are today.  
*Book Page*

### **NOTEWORTHY MEDIA COVERAGE & COMMENTARY**

#### **NATIONAL PRESS, TELEVISION INTERVIEWS**

ABC/ Disney, *Localish Show*, "Black Owned Businesses and Entrepreneurs Rebuild America", June 2020  
*The New York Times*, front page, *Style* section, "Buying Black, Rebooted", December 2019  
*USA Today*, feature story, "How blacks took banking into their own hands", February 2017  
*Associated Press* story, picked up by ABC News and several other national online, TV and print media, August 2016  
NBC News/ *NBC Black* feature stories, July and August 2016  
SRF, the largest media network in Switzerland, TV segment and radio interview, July 2016  
BET/ Centric Honoree, "16 Most Fascinating Women of 2016" (TV segment, article in *Upscale* magazine), March 2016  
Front page, *New York Times*, front page, Business section, Blacks Are Challenged to Buy From Black-Owned Businesses to Close Gap", November 14, 2015  
TED Talks, *TEDx Baltimore*, Jan 2014; TED Talks, *TEDx Grand Rapids*, May 2014  
Front page, *Chicago Tribune*, March 9, 2009 and January 10, 2010  
Front page, *Los Angeles Times*, March 16, 2009  
Front page, Washington Post, January 10, 2010  
BET, *BET News* Interview with Samson Styles, May 2009  
CBS News, *The Morning Show* with Harry Smith, July 2009  
CNN, Interview with Don Lemon, March 2009  
CNN, Interview with Joe Johns, November 2010  
CNN, *The Situation Room* with Wolf Blitzer, April 2009  
CNN, *What Matters* with Suzanne Malveaux, March 2012  
CNN, televised *TIME Magazine* interview with repeated airs, May – August 2009  
C-SPAN, *After Words* Book Review/Interview with Washington Post's Krissah Thompson, March 2012  
C-SPAN, Live Coverage of Keynote Address at Women of Color Empowerment Conference, September 2014  
FOX News, *Fox Business* with Neal Cavuto, March 2009  
MSNBC, Interview with Tameron Hall, March 2009  
PBS, *Newshour with Jim Lehrer* interview with Paul Solman, June 2012  
TV One, *Black Enterprise Black Business Report* with Caroline Clark, May 2011  
TV One, *NewsOne Now*, Interview with Roland Martin, December 2013 and December 2015

List above does not include numerous national and local radio shows, blogs, magazine and newspaper stories like *Tom Joyner Morning Show*, several NPR interviews, *Huffington Post* and *Black Enterprise* stories, and local coverage of Maggie's speeches and lecture circuit. For more, see below.

**Maggie Anderson, Author of "Our Black Year"  
and The Empowerment Experiment (EE) Movement**

*as seen and heard on...*

**The New York Times**

**Chicago Tribune**

**TIME**



**abc NEWS**

**MSNBC**

**BET**

**Los Angeles Times**

**WHAT MATTERS BUYING BLACK**  
Some industries have lack of black-owned firms **LIVE CNN**

**BLACK ENTERPRISE**  
YOUR ULTIMATE SOURCE FOR WEALTH CREATION

**FOX BUSINESS**

**CBS NEWS**

**centric**

**the ROOT**



**THE SOURCE**

**n p r**

**The Washington Post**

**ESSENCE**

**Tavis**  
the SMILEY show

**CHICAGO SUN-TIMES**

**THE WALL STREET JOURNAL**

**USA TODAY**



**AIR AMERICA RADIO**

**HOOVERS**

**rollingout**



**THE HUFFINGTON POST**

**AP**

[www.AuthorMaggieAnderson.com](http://www.AuthorMaggieAnderson.com)

### **BIO/ ACCOMPLISHMENTS/ AWARDS**

Margarita “Maggie” Anderson and her family made history and dominated headlines as national media covered their year-long stand and study to use their buying power to counter the social and economic crises, such as crime, unemployment, gang violence, and educational listlessness that disproportionately damage their community. Drawing from W.E.B. Dubois’ “Talented Tenth” challenge, and the capacity of Dr. King’s 385-day Montgomery Bus Boycott to unite people of all backgrounds to use their economic might to create social equality...Maggie Anderson decided to sacrifice one year to only support Black owned businesses.

The family’s sacrifice, and the awareness and research it generated were called The Empowerment Experiment (EE). EE resulted in a landmark study conducted by Northwestern University’s Kellogg Graduate School of Management which proved, with the data from the Anderson’s journey, how increased business diversity and proactive patronage of locally owned businesses can 1) counter social crises that disproportionately impact the Black community and 2) markedly improve the American economy as a whole. In the end, Maggie’s family’s stand, backed by the Kellogg study, proved that one million jobs could be created in poverty-stricken communities when consumers, entrepreneurs, and mainstream corporate partners take small steps to proactively support one another.

Maggie is also the author of the critically acclaimed book about EE, *Our Black Year*, presented by William Morris Entertainment and Public Affairs Books. *Publishers Weekly* called it “a dynamite subject” and “an effective probe into how African Americans spend so much money that overwhelmingly leaves their communities.” *Library Journal* also endorsed the validity and importance of the experiment, book and message. “[T]his book will appeal to those looking for inspiration to effect positive change in their communities.” Business and community leaders like Cathy Hughes, Marc Morial, and Alfred Edmond, have also praised Maggie’s stand and their endorsements appear on the cover of her book.

Since the experiment and book, Margarita has become the face of a conscious consumerism movement uniting consumers, corporations, government entities and the quality firms that can rescue struggling communities and provide role models to at-risk youth. Margarita appears on CNN, MSNBC, Fox News, C-SPAN, PBS Newshour, and CBS Morning News, among many other national television and radio shows. A sought-after speaker, she tours the country to present the opportunities the Kellogg study revealed, inspire more consumers to show pride for and invest in their community, and prove the untapped potential of increased business diversity in terms of jobs, economic empowerment, a stronger, inclusive American economy, and increased racial equality. Fortune 500 firms, major universities, and iconic rights and professional groups have hosted her and endorsed her work and message.

Chosen by BET and Centric TV as one of “The Most Fascinating Women of 2016”, and the YWCA as “The Women of the Year” for her work countering racism in the economy... Maggie continues to receive numerous honors, proclamations and awards from the most elite and iconic civic and professional organizations, universities, corporations, municipalities and rights groups such as the National Bar Association, the National Association of Real Estate Brokers, the US Black Chamber, Harvard University, New York Life, and many more.

Her most recent campaign - created in response to the new wave of activism after the murder of George Floyd - is the Black Owned Hair Care Challenge (“BOHCC”), an empowerment and education campaign to restore the Black hair care industry’s indisputable capacity to create much needed jobs, wealth, entrepreneurship, and economic unity in the Black community. The BOHCC exposes and counters the unjust lack of Black ownership of Black hair care companies and beauty supply stores, and the resultant asymmetry between the founders and supporters of the Black hair care industry and the current beneficiaries. The BOHCC asks consumers to publicly commit to support the Black owned hair care businesses and beauty supply stores.

Margarita, a first-generation Cuban-American, has a BA in Political Science from Emory University; and earned her MBA and JD from the University of Chicago, where President Barack Obama was her law professor and mentor. Before the experiment, she was an aide to Congressman John Lewis, a Political speechwriter, a corporate and legal strategy executive at McDonald's Corporation, and a Strategy consultant.

Maggie lives in Oak Park, Illinois with her husband John (AB, Economics, Harvard University, 1993; MBA, Finance, Kellogg Graduate School of Management, 1999) and their two daughters, Cori and Cara, now thirteen and fifteen.

## **RESUME**

### **EDUCATION**

Bachelor of Arts (BA), Political Science, Emory University, 1993

Juris Doctor (JD), Concentrations in Securities, M&A, Intellectual Property, University of Chicago, 1998

Master of Business Administration (MBA), Majors in Strategy and Economics, University of Chicago, 2001

### **WORK EXPERIENCE**

2012 – Present, Author, "Our Black Year"

2008 – Present, CEO & Founder, The Empowerment Experiment (EE) and The EE Foundation

2006 – 2009, Vice President, Marketing & Strategy, Diversity Spectrum 2006 – 2008, and Senior Consultant – Stax Consulting, Inc. (both were part-time, working while at home with two infant daughters)

2004 – 2006 – Stay at home Mother

2001–2004, Corporate Strategy Manager, CEO's Speechwriter – McDonald's Corporation

## **DESCRIPTION OF EXPERTISE AND PROPOSED DISCUSSION/TOPIC**

Via the press coverage, the compelling story of the family's stand and sacrifice, and the credibility of the historic experiment, Maggie and her family articulated and proved the importance of self-help economics in the Black community and increased awareness about how the lack of local businesses and professionals leads to the social crises that disproportionately impact Black families and neighborhoods. Their stand and experiment have also created a call to action for American consumers of all backgrounds who care about underserved minority communities to work together so that these families, entrepreneurs and neighborhoods can depend less on government intervention to resolve the problems - and to instead drive more direct investment in minority communities via investing in representative and substantive supplier, franchisee, vendor and dealer diversity.

In 2011, Northwestern University's Kellogg Graduate School of Management completed the landmark study based on their experiment; and Maggie finished her book, *Our Black Year*. The book, represented by William Morris Endeavor, the largest talent agency in the world, released in February 2012 and receives rave reviews from icons like Cathy Hughes, George Fraser, Marc Morial and Alfred Edmond, along with *Publishers Weekly* and *Library Journal*.

When Maggie speaks and lectures about *Our Black Year*, she offers a story and hard-earned wisdom that no one else can. She draws from the Civil Rights Movement, presents the lessons learned from her ancestors and her family's stands, and delivers an inspirational and intelligent message about homespun economic empowerment, the business case and job creation opportunity in supplier diversity and supporting locally-owned businesses, and the specific cultural, societal and economic importance of 'conscious consumerism' for the future of America. Her areas of expertise: entrepreneurship, consumerism, economic empowerment, community stewardship, strategic activism, supplier diversity, self-help economics, corporate – community reciprocity and partnership.

**REPRESENTATIVE SPEAKING ENGAGEMENTS & HOSTS**

African American Chamber for Westchester Annual Juneteenth Awards Banquet 2011, 2012 - Keynote Speaker  
African American Chamber of Commerce of New Jersey Annual Holiday Banquet 2011, 2012 – Keynote Speaker  
African American Chamber of Commerce of PA, NJ, DE Kick Off Event 2010 – Keynote Speaker  
American College 7<sup>th</sup> Annual Conference for African American Financial Professionals, 2012 – Featured Speaker  
American College 8<sup>th</sup> Annual Conference for African American Financial Professionals, 2013 – Opening Keynote  
A. Philip Randolph Institute 50<sup>th</sup> Annual Conference, 2019 – Keynote Speaker  
Austin Black Business Expo, 2012 – Keynote Speaker  
Birmingham Black Expo and Convention, 2011 – Keynote Speaker  
Business Alliance for Local Living Economies (BALLE), 2011 – Plenary Keynote Speaker  
California Black Chamber of Commerce Ron Brown Economic Development Conference, 2012 – Keynote Speaker  
Chicago Minority Enterprise Development Week, 2011 – Panelist, Honoree  
Chicago Urban League Black History Month Business Diversity Celebration, 2012 – Keynote Speaker  
City of Antioch Annual Dr. Martin Luther King Celebration, 2014 – Keynote Speaker  
Coalition of Black Trade Unionists International Convention, 2019 – Keynote Speaker  
Columbus African American Chamber of Commerce Launch Event 2012 – Keynote Speaker  
Congressional Black Caucus Annual Legislative Conference, 2009, 2010, 2012 – Panelist, Honoree  
Congressional Black Caucus Annual Legislative Conference, 2011 – Cong. Conyers Panel, Emerging Leaders Panel  
Congressional Black Caucus Minority Business Awards Banquet, 2010 – Honoree  
Contra Costa Black Chamber Annual Juneteenth Business Awards, 2013 – Keynote Speaker  
Delta Sigma Theta, San Antonio Alumnae Chapter Financial Fortitude Conference, 2020 – Keynote Speaker  
Durham Minority Enterprise Week Honors Luncheon, 2019 – Keynote Speaker  
Frasernet PowerNetworking Conference, 2010 - 2013 – Featured or Keynote Speaker  
Greater New England Minority Supplier Development Council Opportunity Fair, 2012 – Keynote, Sponsors Luncheon  
Illinois Black Chamber of Commerce, Annual State Convention, 2009 and 2019 – Keynote Speaker  
International Soul Music Summit, 2010 – Keynote Speaker  
Kellogg Annual Black Management Association Conference, 2012 – Panelist  
Maryland/DC Minority Supplier Development Council Annual Meeting, 2011 – Keynote Speaker  
Miami Dade Chamber of Commerce, Business Empowerment Luncheon, 2016 – Keynote Speaker  
Michigan Minority Supplier Development Council, 2013 – Keynote Speaker  
Milwaukee Urban League, Equal Opportunity Day Luncheon, 2012 – Keynote Speaker  
National African American Insurance Association (NAAIA), 2013 – Keynote Address  
National Alliance of Market Developers (NAMD) National Conference, 2010 – Keynote Address  
National Association of Black Accountants (NABA), 2011 – Opening Session with Marc Morial  
National Association of Counties (NACO) Legislative Conference, 2014 – Luncheon Speaker  
National Association of Real Estate Brokers (NAREB) Annual Convention, 2016 – Opening Keynote Speaker  
National Black Women's Expo and Convention, 2010 – Presentation and Keynote Speaker  
National Federation for Teaching Entrepreneurship (NFTE), Annual Retreat, 2010 – Lecture and Luncheon Keynote  
National Minority Supplier Dev Council (NMSDC), Natl Conference, 2011, 2012 – Presenter (2011) Honoree (2012)  
National Organization of Black Chemists and Chemical Engineers (NOBCCHE), 2012 – Keynote Speaker  
National Urban League Conference, 2011 – Small Business Day Luncheon Keynote Speaker  
National Urban League Conference, 2012 – Small Business Day/ Supplier Diversity Panelist  
New Jersey NAACP State Conference, 2012 – Plenary Speaker  
North Carolina Institute for Minority Economic Development Conference, 2012 – Featured Speaker

Speaker/Media Credentials, 2009-2020 – Margarita Anderson, CEO, The Empowerment Experiment, and Author, *Our Black Year*  
North Central Minority Supplier Development Council, Business Opportunity Exchange, 2018 – Keynote Speaker  
Northern District Baptist Association Annual MLK Conference, 2012 – Keynote Speaker  
Northern VA Black Chamber of Commerce Launch Event, 2016 – Keynote Speaker  
Partners for Racism Free Community Annual Forum, 2014 – Keynote Speaker  
PA/NJ/DE Minority Supplier Development Council Annual Meeting, 2012 – Keynote Speaker  
Riverside County CA Black Chamber Annual Awards Banquet, 2011 – Keynote Speaker  
Sacramento Black Chamber of Commerce 34<sup>th</sup> Annual Installation and Awards Banquet, 2019 – Keynote Speaker  
So. California Minority Supplier Development Council Annual Supplier of the Year, 2013 – Keynote Speaker  
Sustainable Business Network National Social Venture Institute, 2012 – Luncheon Keynote Speaker  
TED Talks, TEDx Baltimore, 2014; TEDx Grand Rapids, 2014  
Tuskegee University's Booker T Washington Economic Development Conference, 2010 – Keynote Speaker  
University of California, Berkeley Black Coalition Conference, 2012 – Keynote Speaker  
University of Chicago Black MBA Conference 2009 – Panelist, Honoree  
US Black Chamber Annual School of Chamber Management, 2011 – Keynote Speaker, Seminar Presentation  
US Black Chamber, Solutions Series Speaker, 2014 – Keynote Speaker  
US Coast Guard, Annual MLK Commemorative Event, 2016 – Keynote Speaker  
Western Regional Minority Supplier Development Council (WRMSDC) Annual Meeting, 2018 – Keynote Speaker

#### **UNIVERSITY LECTURES/ SPEECHES/ HONORS**

Belmont University, January 2011 – MLK Speaker  
Central State University, April 2012 – Annual Night of Philanthropy Gala, Keynote Speaker  
Clafflin University, January 2016, – Convocation Speaker  
Clark Atlanta University Business School, February 2012 – Annual LEAD Conference, Keynote Speaker  
Clemson University, August 2014 – Diversity Month Keynote Speaker  
Clemson University, January 2015 – MLK Speaker  
Columbia Business School, February 2012 – Black History Month Speaker  
Columbia University, February 2013 – Black History Month Speaker  
Concordia University, January 2013 – MLK Speaker  
Eastern Illinois University, February 2012 – Black History Month Speaker  
Emory University, April 2010 – Guest Lecturer  
FAMU, October 2013 – Special Keynote Address to University's Corporate Partners (Industry Cluster)  
Florida Memorial College Homecoming, October 2013 – Guest Speaker  
Georgia State University, College of Business, February 2012; College of Education, October 2010 – Guest Lecturer  
George Washington University – Guest Lecturer  
Harvard University, Kennedy School, February 2017 – Black History Month Lecturer  
Harvard University, Law School, April 2018 – 50 Year Black Law Student Association (BLSA) Celebration  
Howard University, January, 2016 – Guest Speaker  
Iowa State University, Fall 2012 – Guest Lecturer  
Kansas State University, February 2016 – Keynote Speaker, Black History Month  
Livingstone College, Nov 2013 – Keynote Speaker, Annual Assembly  
Morgan State University, February 2014 – Keynote Speaker, Black History Month Community Celebration  
New York University, Stern Business School, April 2012 – Guest Lecturer  
Northwestern University, Kellogg Graduate School of Management, November 2009 and 2010 – Guest Speaker  
Northwestern University, January 2019 – MLK Week Keynote Speaker

Speaker/Media Credentials, 2009-2020 – Margarita Anderson, CEO, The Empowerment Experiment, and Author, *Our Black Year*

Occidental College, March 2018 – Womens History Month Speaker

Princeton University, February 2013 – Black History Month Speaker

Roosevelt University, Heller Business School, February 2013 – Black History Month Speaker

Rutgers Business School, January 2018 – MLK Day Speaker

San Diego State University, April 2018 – Economic Empowerment Action Summit Keynote Speaker

Suffolk University, October 2012 – Guest Lecturer

Southern Illinois University, February 2013 – Black History Month Speaker

Texas A&M University

Tuskegee University, September 2010, 2012 – Guest Speaker

University of California, Berkeley, March 2012 – Guest Speaker

University of Chicago Booth Graduate School of Business, November 2009 and February 2011 – Guest Speaker

University of Cincinnati, November 2009 – Guest Speaker

University of Mary Williams, February 2017 – Black History Month Speaker

University of Minnesota, April 2016 – Keynote Speaker

University of Nebraska, November 2014 – Keynote Speaker

University of Texas at Austin, February 2011 – Guest Lecturer

## **LARGE HOST CORPORATIONS**

Allstate

American Grocers (Owners of Bi-Lo, Winn Dixie)

Amway

Arizona Public Service (State's energy company)

Chapman & Cutler (global law firm)

Chicago Federal Reserve Bank

Cintas

DropBox

Exelon

Faegre, Baker, Daniels (global law firm)

Fifth Third Bank

Ford/ Ford Hall Forum

Hallmark

Industrial Bank

Intel

International Paper

Jacksonville Energy

Liberty Bank

Marsh & McLennan

New York Life

Nielsen

Office Max

OneUnited Bank

Sears

South Coast Paper

Travelers Insurance

**HOST ORGANIZATIONS (other than Universities and Conferences listed above)**

Chicago Minority Supplier Development Council  
Delta Sigma Theta  
Greater New England Minority Supplier Development Council  
Maryland/DC Minority Supplier Development Council  
Michigan Minority Supplier Development Council,  
Maryland/DC Minority Supplier Development Council  
Michigan Minority Supplier Development Council  
Mountain Region Minority Supplier Development Council  
North Central Minority Supplier Development Council  
PA/NJ/DE Minority Supplier Development Council  
Southern California Minority Supplier Development Council  
Western Regional Minority Supplier Development Council  
Alabama Area Council of Churches  
Amistad Bar Association Cook County Bar Association  
African American Chamber of Dallas and Fort Worth  
African American Chamber of Commerce for Cincinnati and Greater Kentucky  
African American Chamber of New Jersey  
African American Chamber of Commerce for PA, NJ, DE  
African American Chamber of Westchester and Rockland Counties  
Atlanta Urban League  
Atlanta Metro Black Chamber of Commerce  
Alabama Area Council of Community and Independent Churches  
Black Chamber of Commerce for Northern VA  
Charlotte Mecklenburg Black Chamber  
Chicago Urban League  
City of Birmingham  
City of Antioch  
City of Durham Office of Equity & Inclusion  
City Club of Cleveland  
Columbus African American Chamber of Commerce  
Colorado Black Women for Political Action  
Congressional Black Caucus Foundation  
Cook County Bar Association  
Friendship West Baptist Church (Rev. Dr. Freddy Haynes' Church)  
Grand Rapids Black Chamber of Commerce  
Grand Rapids Urban League  
Greater Houston Black Chamber of Commerce  
Greater Mt. Nebo AME (Pastor Jonathan Weaver)  
Greater New Mt. Moriah (Benjamin Hooks' Church)  
Greenville Chamber of Commerce  
Illinois Black Chamber of Commerce  
INROADS  
Jackson Memorial Church (Harriett Tubman's Church in Long Island, NY)



Kansas Black Chamber of Commerce  
Kellogg Black Alumni Association  
LINC UP  
Metropolitan Chicago YWCA  
Miami-Dade Chamber of Commerce  
Milwaukee Urban League  
Mount Ennon Baptist Church (Pastor Dr. Delman Coates)  
National Association of Black Alcoholic Beverage Companies  
National Association of Black Women Lawyers  
National Association of Negro Business and Professional Women's Clubs  
National Association of Real Estate Brokers  
National Bar Association  
National Black McDonald's Owners Association  
National Coalition of 100 Black Women of America  
National Newspaper Publishers Association  
National Organization of Black Chemists and Chemical Engineers  
New Jersey NAACP  
North Carolina Institute of Minority Enterprise Development  
Penn State University Black Alumni Association  
Perfecting Faith Church (Pastor Donnie McClurkin)  
Philadelphia Urban League  
Quad County African American Chamber of Commerce  
Richmond Black Chamber of Commerce  
Riverside County African American Chamber of Commerce  
Sacramento Urban League  
Saint Mark AME Church (Chicago, IL)  
Saint Paul Baptist Church (Charlotte, NC)  
Saint Paul Community Methodist Church (Selma, AL)  
Shreveport Bossier African American Chamber of Commerce  
Upstate Urban League (Greenville, SC)  
United States Black Chamber of Commerce  
University of Chicago Booth Black MBA Association  
The Word Church (Pastor R.A. Vernon, Cleveland, OH)  
Toledo African American Chamber of Commerce  
Trinity United Church of Christ (Pastor Dr. Otis Moss, Chicago, IL)  
US Coast Guard  
Western Regional Minority Supplier Development Council  
YMCA