



# AYANA PARSONS

Leadership Expert | Entrepreneur | Speaker

MEDIA KIT 2025



# ABOUT AYANA

Innovator | Trailblazer | Change-Maker

Ayana Parsons is an award-winning inclusive leadership expert, entrepreneur, and global speaker. As a devoted wife, mother, and human potentialist, she empowers others to realize their full potential through personal and professional development. With over two decades of experience as a venture capitalist, organizational consultant, corporate executive, and entrepreneur, Ayana's personal mission is to help close the exposure, access, and opportunity gaps for marginalized and historically disadvantaged communities.

- Serial Entrepreneur
- DEI Thought Leader
- Retired Corporate Executive
- Retail & Consumer Goods Expert
- Venture Capitalist / Investor
- Normalizer of Black Wealth

Inspiring and empowering peak performance in leaders, C-suites, boards, and businesses.





# EXPERTISE

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Ayana's career spans across **sales, marketing, strategy, and general management** roles at several of the world's most admired companies including **Philips, Pfizer, Kimberly-Clark, Procter & Gamble, and The World Economic Forum.**

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Consumer Markets

Business Strategy

Board & Team Effectiveness

Enterprise Leadership

General Management

Diversity, Equity, & Inclusion

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## Leader Development

Empowering leaders to think more inclusively and through an enterprise-wide lens.



## Entrepreneurship

Helping small and early stage businesses scale and improve business performance.

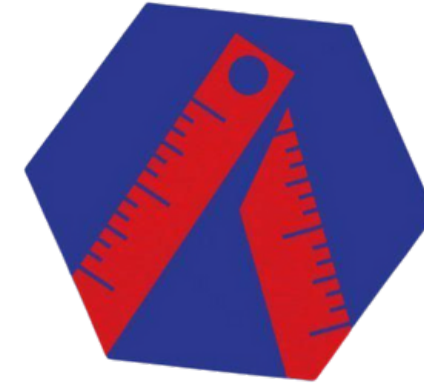


## Purpose & Profits

Coaching, developing and growing impact through a “do good, do well” approach.

# CAREER HIGHLIGHTS

- Ayana has held global leadership roles at the World Economic Forum, Korn Ferry, Heidrick & Struggles, Procter & Gamble, and Kimberly-Clark.
- She is the co-founder of Yardstick Management, the nation's leading Black-owned management consulting firm. In 2021, it was recognized by Inc. Magazine as THE BEST consulting firm in America.
- Ayana co-founded Fearless Fund, the first venture capital firm for women of color by women of color, which has invested over \$40 million in more than 40 small businesses.
- Ayana founded AKP Management LLC, a leadership consultancy for purpose-driven leaders and organizations.



Co-Founder



Co-founder



HEIDRICK & STRUGGLES





# RECOGNITIONS



## The Root 100

Recognized as 2024's most influential African Americans

THE **ROOT**

## Time - The Closers

One of Time Magazine's 18 "Closers", dedicated to addressing and alleviating the racial wealth gap.

**TIME**

## Revolt's Power List 2023

Featured on Revolt Media's esteemed 2023 Power List for business.

**REVOLT**  
**POWER LIST**

## DEIC - Power 100

Recognized by Blueprint Capital Advisors for her work advocating for more diverse, equitable and inclusive venture capitalism



## Triumphant Woman of the Year

Honored during the 2023 Annual Triumph Awards, presented by Rev. Al Sharpton and the National Action Network.





# MEDIA FEATURES



**Forbes**

**FORTUNE**

**ESSENCE**

**The  
Washington  
Post**

**The New York Times**

 **MSNBC**

**The Atlanta  
Journal-Constitution**

 **Associated Press**

**Inc.**

 **USA TODAY**

**BLACK** WEALTH FOR LIFE  
**ENTERPRISE**

**C-SPAN**

**THE BREAKFAST  
CLUB**

**THE  
WALL STREET  
JOURNAL.**

  
**60** NOT A COMMEMORATION  
A CONTINUATION  
**MARCH ON  
WASHINGTON**  
60TH ANNIVERSARY







# SPEAKER DETAILS

## Signature Topics:

- Leadership in the 21st Century
- Purpose, Power & Profits
- Economic Freedom
- Consultative Selling
- Relationship & Network Building
- The Athlete Within
- Work-Life Alignment
- The CEO's Dilemma
- Navigating Corporate America
- Personal Finance Mastery
- Diversity, Equity & Inclusion
- Entrepreneurship & Inclusive Capitalism

## Availability

- Keynotes (In-person & Virtual)
- Media & T.V. Appearances
- Magazine Features
- Conferences & Retreats
- Podcast Interviews





# BOOKING

## Availability and Rates

Ayana is excited to partner with you on your upcoming event or program. Contact us for availability, speaker fees, and requests for media appearances.

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## Contact

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