



4word®

## **Candid Conversations on Racial Reconciliation** ***Get to know the Panelists!***

**Nicole Dickens**



Nicole M. Dickens has Fortune 100 and startup management experience in strategic planning and analysis, new product introductions, business/organizational development and financial management. She has developed high functioning teams in both spin-off and merger environments, and successfully executed the implementation of business process and controls. She also consults in developing nations to help SMBs grow as a means of dealing with poverty and unemployment within these nations. She has teamed up with other colleagues to develop various products and services around helping people live authentic, impactful lives in the marketplace that is consistent with their belief systems.

Nicole has also held various positions on the boards of nonprofits, including Board Chair. She received an MBA from the Ross School at the University of Michigan and a B.S. in Commerce from the McIntire School at the University of Virginia. Nicole is currently the founder of Zoetica, Inc., a company seeking to help entrepreneurs bring new ideas to life and is on the managing team of Passion Talks, International. She is a member of the 4word: Bay Area-Silicon Valley leadership team.

**Joi Freeman**



Strategist. Youth culture enthusiast. Advocate for the voices of vulnerable populations. Joi Freeman thrives in chaos and is a natural-born influencer. Widely regarded as a brand “fixer,” she possesses a unique talent for creating compelling strategies out of disorder and streamlining messages. She helps professionals realize their potential and has a knack for moving teams from the place where they are stuck to the place they want to be.

Her work launching brands and transforming culture spans industries and sectors with a roster including The Boston Consulting Group, the YMCA, Claire’s & Icing stores, the Girl Scouts, MoneyGram International, McDonald’s and Burger King. Recently she founded Remnant Strategy a consultancy working at the intersection of culture and business to council brands through the process of mapping the next and better chapter to their story.

In addition to her work advising companies, Joi has also worked with HOPE Worldwide on various projects including early childhood development in South Africa and brand strategy in Kenya. She is currently completing her MBA at Northwestern’s Kellogg School of Management.

### Brittany Prather



With an innate passion for Diversity and Inclusion and striving to provide equitable opportunities where there are gaps, Brittany aims to share her heart with others and continue to serve where she is needed. Born and raised in Minnesota, Brittany grew up in a bi-racial household and wants to bring that experience into everything she does.

Brittany works as a Campus Recruiting Specialist for a Consulting firm and earned her MBA in 2016. Brittany spends her time outside of work serving on several non-profit boards, leading 4word: Twin Cities, working on her fitness, and enjoying time with family and friends.

### LaDonna Slade



LaDonna Slade has over 20 years management consulting experience in the technology, training and change management industries. She also has experience in the entrepreneurial space, through her consulting firm, Velvet Leaf ([www.velvetleafglobal.com](http://www.velvetleafglobal.com)). She is a Strategic Advisor, Speaker and Coach. She works with solopreneurs, small businesses and non-profits to organize their businesses to be more productive and profitable. LaDonna is a member of the 4word: Austin leadership team.

LaDonna also produces pop-up empowerment events to creatively help women understand how to take that next step towards their dreams and goals. ([www.tractioninheels.com](http://www.tractioninheels.com))

### Guest Moderator Kyla Cragg



Kyla Cragg has worked at Apple for 11 years and is currently a manager in AppleCare Engineering, supporting iCloud and Apple ID. She is also a leader on mentorship, career growth, volunteerism, and inclusion & diversity. For 5 years, Kyla was called to co-chair Apple Christian Fellowship, increasing member engagement and partnering with other Apple diversity groups on community events.

In 2018, Kyla was part of the leadership team that launched Women Impacting the Marketplace at Venture Christian Church in Los Gatos, California and she recently felt led to join the 4word Silicon Valley leadership team. She is honored to be part of this important conversation today about racial reconciliation in the workplace.