

MONIQUE CARSWELL

Monique Carswell is no stranger to hard work and perseverance. A graduate of the University of Illinois at Urbana-Champaign, her passion and dedication are reflected in Monique's many accomplishments that showcase her executive leadership, community advocacy and international flair. With 17 years of experience encompassing a combination of philanthropy, marketing communications, strategic planning and program implementation, partnerships and nonprofit management, community relations and social innovation, Monique has proven herself to be a leader within both the corporate and cause arenas.

Monique is currently with Walmart.org serving as Director, Center for Racial Equity where she is responsible for helping steer their commitment to change within the organization and finding ways to leverage Walmart's business and influence to shape systems extending beyond the company. She joined Walmart last year as the lead for customer and associate engagement. In her short time managing volunteerism, giving, and community engagement, Monique was able to institute online charitable round up at checkout, virtual volunteering and national donation matching campaigns for both associates and customers at scale. Prior to Walmart, Monique was Director of Sustainability & Corporate Social Responsibility at Comcast NBCUniversal where she was responsible for ideating and developing innovative programs to solve social issues in communities nationwide, inclusive of leading NBCUniversal's Emmy Award-winning public service campaign *The More You Know* and the company's sustainability program, *Green is Universal*.

Earlier in Monique's career she oversaw national and diversity outreach at Teach For America (TFA). As Managing Director, she was able to strengthen the organization's brand and community initiatives by leading compelling campaigns and cause marketing programs that drove awareness and activated key audiences, in addition to keeping corporate donors and celebrity ambassadors engaged. Prior to TFA, at *Black Enterprise* Monique served as Director of Marketing & Strategic Partnerships overseeing marketing and audience development for the print magazine, two TV shows, and several revenue generating events. Monique also advised others through her agency Myles Ahead Consulting and as an adjunct professor in business programs at Fordham University and New York University (NYU). Monique first honed her skills managing national advertiser campaigns for *CosmoGIRL!* magazine at Hearst Corporation, where her love affair with using media platforms for good first began.

Monique has addressed many audiences, sharing her expertise and facilitation skills with hundreds of executives, entrepreneurs, and community leaders. She was a featured speaker on the official 2018 programs at both South by Southwest (SXSW) and the Consumer Electronics Show (CES). She has also been touted by *The Network Journal*, broadcasted on C-Span, and appeared on several radio programs. Monique was a 2011 America's Leaders of Change fellow, featured as "New Yorker of the Week" by the *New York Amsterdam News*, named a 2012 *NV Magazine* Mover & Shaker, a 2015 Woman of Influence by *New York Business Journal* and 2018 Council of Urban Professionals Catalyst awardee. An avid global citizen, Monique was selected for a 2019 U.S. State Department delegation to Argentina with the American Council of Young Political Leaders and was invited to travel to Israel in 2014 as part of an American Israel Education Foundation delegation of Northeast leaders. She has also performed mission work in South Africa, studied the immigrant experience in France, and in 2013 she chaperoned youth on an educational tour throughout China.

Monique is overly committed to giving back. She is the founding Director of the Leadership Council for World of Money.org, a non-profit that teaches kids financial literacy, a founding officer of the New York Urban League Young Professionals, and a former youth advisor and officer of the Mid-Manhattan Branch of the NAACP. She has also held many elected and appointed offices within her local chapter of Delta Sigma Theta Sorority, Inc., most notably as the North Manhattan chapter's first International Awareness and Involvement Chair, establishing foreign affairs education and programming for the organization and community. For her good deeds, Monique has been recognized by Brown Memorial Baptist Church and is a recipient of the NANBPWC, Inc.'s Distinguished Woman Award and Toyota's Green Initiative Award.