

EDDIE FRANCIS

BRAND STRATEGIST | AWARD-WINNING BROADCASTER | SPEAKER

Speaker Introduction

Eddie Francis is driven by his desire to promote ethical leadership in everything that he does, whether it is in brand strategy, broadcasting, or speaking. He hosts “I Wanna Work There!,” one of Hannon Hill’s best higher education podcasts of 2024 and “For Our Edification,” a personal leadership podcast. Eddie is also a frequent contributor to WBOK radio in New Orleans.

With a diverse professional background, Eddie has been quoted and featured in The Chronicle of Higher Education, Diverse Issues in Higher Education, Inside Higher Ed, Careers in Government, and even Watch the Yard. He has also been a guest on the podcasts: The Higher Ed Marketer, Confessions of a Higher Ed CMO and The Horrible Boss Effect 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*.

The New Orleans native has been recognized as one of New Orleans Magazine’s 30 People to Watch. He also received the Press Club of New Orleans’ Best Radio Entertainment Feature Award and 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 and Alpha Phi Alpha Fraternity Inc.

Eddie is the proud husband of Dr. Halima Leak Francis, the proud father of Stevie, a dog daddy to Allegra, and a cat daddy to Asa. Please welcome our speaker, Eddie Francis.

Media Interview Introductions

Marketing Interview

Eddie Francis is a brand strategist, award-winning broadcaster and speaker 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 employer branding podcast I Wanna Work There!