

EDDIE FRANCIS

BRAND STRATEGIST | AWARD-WINNING BROADCASTER | SPEAKER

Long Biography

Eddie Francis is driven by his personal mission to promote ethical leadership in everything that he does, from his work as a brand strategist to broadcasting to professional 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.

Boasting a diverse professional background, Eddie has been quoted and featured in The Chronicle of Higher Education, Diverse: Issues in Higher Education, The Huffington Post, Inside Higher Ed, Careers in Government, and Watch the Yard. He has made appearances on various podcasts, including “The Higher Ed Marketer,” “Confessions of a Higher Ed CMO,” “The Fraternity Foodie Podcast,” and “The Horrible Boss Effect.” Eddie also contributed to the Greek University book *From Letters to Leaders: Perseverance and How to Be a Great Fraternity or Sorority Alumnus*.

Committed to leadership, Eddie speaks about the leader-follower relationship, followership, personal leadership, and employer branding in higher education. He has spoken for such institutions and organizations as the American Marketing Association, the University of Alabama, the Big XII Conference on Black Student Government, the Northeast Greek Leadership Association, the Urban League of Louisiana, McNeese State University, Hannon Hill, and Southeastern Louisiana University. Eddie is also an adjunct instructor for Southern New Hampshire University.

Eddie’s career launched as “Fast Eddie,” air personality and producer of the popular “C.J. & Company” morning show on WQUE, New Orleans’ top hip hop radio station. He also co-produced the award-winning “Sunday Journal with Hal Clark” on the market’s top R&B radio station, WYLD. Eddie went on to host “The HBCU Lifestyle Podcast,” one of Podbean’s top 10 education podcasts, and he contributed to “The HBCU Nation Radio Show” on SiriusXM.

Ironically, Eddie found his voice in education. As a speaker for Monster’s Making It Count programs, Eddie reached over a quarter of a million high school and college students. He later stepped into higher education by leading public relations at Southern University at New Orleans where he developed the university’s branding and spearheaded the PR campaign to defeat a state legislative bill that threatened SUNO’s future. Eddie moved on to Paul Quinn College where he helped spark an enrollment increase of nearly 80 percent. At Dillard University, he led the “Write Your Legacy” brand evolution campaign, increased the institutional media voices by 125 percent, expanded the university’s licensed merchandise offerings, and led the institution’s website rebuild. In a career pivot, Eddie entered talent acquisition where he recruited for award-winning global recruitment firm Cielo and for such brands as Quest Diagnostics, Staples, Lowe’s, Sprouts Farmers Market, and Tyco SimplexGrinnell.

Among Eddie’s honors are New Orleans Magazine’s “30 People to Watch,” the Press Club of New Orleans’ Best Radio Entertainment Feature Award, two nominations for the 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 in mass communication from Loyola University New Orleans. Eddie is a member of the American Marketing Association where he served on the planning committee for the Symposium for the Marketing of Higher Education and Alpha Phi Alpha Fraternity Inc. He is the proud husband of Dr. Halima Leak Francis and the proud father of Stevie.

Short Biography

Eddie Francis is a brand strategist, speaker, leadership enthusiast, and award-winning broadcaster. He hosts “I Wanna Work There!,” one of Hannon Hill’s 2024 best higher ed podcasts, and “For Our Edification.” He is also a frequent contributor to WBOK radio.

He has been quoted and featured in The Chronicle of Higher Education, The Huffington Post, Inside Higher Ed, Careers in Government, and Watch the Yard. Eddie has appeared on various podcasts, including “Confessions of a Higher Ed CMO,” “The Horrible Boss Effect,” and more. Among his honors are New Orleans Magazine’s “30 People to Watch,” the Press Club of New Orleans’ Best Radio Entertainment Feature, and two nominations for AMA’s Higher Education Marketer of the Year.

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