

# Teneshia Jackson Warner

## Biography

Teneshia Jackson Warner's life story has been one of perseverance, diligence, risk-taking and inspiration. Her career spans over 10 years and ranges from multicultural marketing, project management to inspirational life coaching. Teneshia is currently founder and CEO of an award winning multicultural marketing firm, Egami Consulting Group, that specializes in connecting brands to urban and multicultural consumers. Egami provides brands ways to "INSPIRE", "CONNECT", and "ACTIVATE" consumers through innovative best in class marketing campaigns, strategic partnerships, custom community programs, public relations and/or new product launches. Since 2007, Teneshia has led the firm from a dream concept to a thriving award winning marketing firm.

Under Teneshia's leadership, Egami Consulting Group formed a strategic partnership with the world's third largest communications firm; MSL Group, a Publicis Groupe global engagement firm. Egami serves as MSL Group diversity marketing partner working with them to deliver multicultural marketing solutions to their client network. Together they have delivered award winning client work for leading brands such as P&G's Bounty and My Black is Beautiful, Verizon Wireless, Hennessy, Heineken, Dasani, Western Union, KFC and more. Over the past five years, the firm has worked on signature campaigns grounded in purpose and community.

In 2010, Teneshia received a publishing deal with Paramount Marketing for her book *Profit with Purpose, A Marketers Guide to Deliver Purpose-Driven Marketing Campaigns to Multicultural Audiences*, published in September 2012.

Teneshia was born in Marianna, Florida and raised in Dothan, Alabama. She is a graduate of HBCU Alabama A&M University, where she received a BS in Computer Science and minor in Communications. Accolades that she has received include being named the Holmes Group/Gold Winner for Multicultural Communications, PR Week/Honorable Mention Multicultural Marketing Campaign of the Year, the Silver Anvil Award of Excellence Multicultural Public Relations Business, the PRSA Georgia Phoenix Award for a Multicultural PR Campaign, the PRSA NY Big Apple Award for Marketing to a Multicultural Audience, and the Network Journal for the 40 Under 40 Award.

