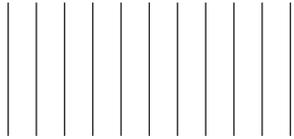


3% ACCELERATOR DIRECTORY



STATISTICS:

1,821

Number of women opening businesses.*

164%

percentage of growth in the number of firms owned by black women from 2007 to 2018.*

2.4M

women-owned businesses in 2018, most owned by women 35 to 54.*

BLACK WOMEN ARE THE ONLY RACIAL OR ETHNIC GROUP WITH MORE BUSINESS OWNERSHIP THAN THEIR MALE PEERS, ACCORDING TO THE FEDERAL RESERVE.*

* According to *The 2018 State of Women-Owned Business Report* commissioned by American Express.

Meet Nine Women Entrepreneurs of Color who are Redefining the Future of Creativity

It's no secret that the advertising industry (and its bottom line) can greatly benefit when it comes to diversity, inclusion, and equity. Since 2012, The 3% Movement has been committed to representation within the creative space for agencies and brands. With the launch of The 3% Accelerator, 3% is applying a gentle squeeze on the industry by further addressing the challenges from the outside in.

The 3% Accelerator is a business and wellness initiative for women entrepreneurs of color. The program supports creative visionaries who are building the agencies and companies that they want to work for during the critical early years of entrepreneurship.

The Accelerator addresses key business challenges, professional and business development, leadership, as well as personal support for the unique challenges that women of color in the creative industry experience.

Our first cohort was selected in January 2020 and launched with a digital format with nine members who are all experienced creative professionals in various stages of entrepreneurship.

We'd like to introduce you to them here...



Shameka M. Brown
CEO & Executive Coach,
The Only One There

Shameka co-founded The Only One There, a neuroscience-based executive coaching and leadership development practice in 2019. After spending most of her 20-year advertising career in creative spaces as the only one of her gender, race and/or life phase, she is now curating space for everyone to grow and succeed. Fueled by the desire to see everyone thrive along their chosen paths, Shameka and her partners are creating the change they've always wanted to see, one engagement at a time.

Website: www.theonlyonethere.com

LinkedIn: <https://www.linkedin.com/company/only-1-there>

Facebook: @only1there

Twitter / Instagram: @only1there



Liên Johnson
Founder, Phoenix Creative

In love with stories her whole life, Liên is passionate about crafting authentic and compelling narratives. An experienced artist and writer, Lien co-founded PHNX Creative in San Jose, a full service creative agency dedicated to telling impactful stories where she led and advocated for diverse and inclusive teams on creative projects ranging from marketing campaigns to video production. Currently, she continues to amplify the voices of the resilient and manages all communications and marketing at Outride, a non-profit dedicated to improving the lives of youth through cycling.

Website:

phnx-creative.com, outridebike.org

LinkedIn: www.linkedin.com/in/lienjohnson/

Instagram: @phnx_creative @outride @salut_alien



Vimbayi Kajese
Founder, #Adtags

Vimbayi is an Intersectional tech and media feminist and the Founder of #Adtags, a platform that helps people of colour monetize their social media pictures so brands can use them in advertising. A writer, speaker and recent podcaster, representation matters are at the core of everything. Vimbayi draws creative inspiration and expression from her experiences living in many parts of the world. She's received recognition from governments and top institutions for the role she's played as a sexual assault counselor, mentor, co-founder, international news anchor, Cultural Ambassador, activist for resilient majority groups and more.

Website: www.adtags.co;

<https://www.weforum.org/people/vimbayi-kajese>

LinkedIn: <https://www.linkedin.com/in/vimbayikajese/>

Instagram: @afroglamchic

Twitter: @VimbayiKajese



Folayo Lasaki

Principal + Founder,
Striped Elephant

Folayo Lasaki is an award-winning marketing executive, creative, and brand strategist with over 15 years' experience in digital and traditional media. She is Principal + Founder of boutique marketing firm, Striped Elephant, where she works with clients at the cross-section of entertainment, media, and technology. Folayo's previous roles include positions with Participant Media, Variety, Film Independent, Landmark Theatres, IFP, and FILMMAKER Magazine. She is a writer, public speaker, IADAS member, and sits on the board of directors of Women in Media. Based in Los Angeles, she can often be found making a mess in the kitchen or discussing representation in media.

Website:

www.stripesandelephants.com

LinkedIn: www.linkedin.com/in/folayolasaki

Twitter: @justfolayo



Love Malone

CEO & Founder,
The Gradient Group

Love Malone is the Founder and CEO of The Gradient Group, a data-driven HR technology solution. You can not manage what you can not measure. Love believes this and built the Gradient to address the \$8 billion spent in the US on initiatives to increase workplace diversity. The Gradient approach is centered on inclusion analytics. Focusing on what brings our teams together vs what divides us.

Prior to starting THE GRADIENT GROUP, Love was an award-winning advertising, marketing, and sales executive with experiences at companies including Ogilvy, BBDO Worldwide, GlaxoSmithKline and Merck. She worked with global companies in creating digital advertising and digital solutions for companies including Merck, Pinnacle Foods, Janson, Universal Pictures, BlackRock and Genentech.

Website: www.gradientgroup.com

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Twitter / Instagram: @love.malone
@gradientgrp



Ivellisse Morales

Founder, bombilla

Ivellisse brings a decade of experience in using marketing as a force for good—for brands of all sizes from inside major creative agencies like Ogilvy, Cone Communications and IDEO and nonprofits like Year Up. Since 2018, Ivellisse has served as the visionary behind bombilla, a branding & design agency for social change. Bombilla (lightbulb in Spanish) is fueled by a national network of diverse creatives who conspire with systems-changing organizations to make the world brighter. Clients include Paid Leave for the United States (PL+US) and United for Reproductive & Gender Equity (URGE), among other nonprofits and women and Black, Indigenous and People of Color-led social enterprises.

Website: www.bombilla.co

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@bombillacreative



Candace Queen

Principal + Creative Director, Tabernacle

Candace D. Queen is a multidisciplinary designer, creative director, and educator, rooted in advancing racial equity through design and nourished by a passion for cultural archival and preservation.

She's been recognized as one of the 4A's 100 People Who Make Advertising Great, a Bill Sharp Award Honoree, an ADCOLOR FUTURE and recipient of ADCOLOR's Unsung Hero Award.

Candace works from her creative studio space, Tabernacle, based in Beaumont, TX. Here, she supports brands in discovering how branding and design can address racial equity and in turn, create a more equitable world for all. Past and current clients include Hearst Magazines, ADCOLOR, and Cantu Beauty.

Website: www.tabernacle.studio,
www.candacequeen.com
LinkedIn: www.linkedin.com/company/tabernacleinc,
www.linkedin.com/in/candacequeen
Twitter / Instagram: @tabernacleinc
@candacedqueen



Bernadette Rivero

President, The Cortez Brothers, Inc.

Bernadette is the president of The Cortez Brothers, Inc., an independent creative production company in Los Angeles. She wears various hats while juggling the careers of broadcast directors all around the globe — working as a creative, writer and brand strategist — and while wrangling branded content production for Fortune 500 brands, their ad agencies, and entertainment studios like NBCUniversal and Disney. She's a member of the Women's Business Enterprise National Council (WBENC), the Academy of Television Arts & Sciences, and deeply passionate about small business ownership.

Website: CortezBrothers.com
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Twitter / Instagram: @cortezbrothers



Ryen Raquel Williams

Founder, Under Her Empire

Ryen is a director, producer and storyteller with 10 years of marketing and brand experience, most recently for companies like Glossier & Refinery29. Her ultimate goal is to authentically connect her message with an audience despite the difference in backgrounds and point of view. As the Founder and CEO of Under Her Empire, a creative agency and production house, she is committed to creating world-changing content that amplifies diverse voices while strengthening the community.

Website: underherempire.com,
ryenraquel.com
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@ryenraquel

The 3% Accelerator is underwritten by our own conference profits, plus generous support in the program's inaugural year from the following companies.

Electronic Arts



ZAMBREZI

Contact:

Created, launched and led by Nancy Vaughn of White Book Agency for The 3% Movement, the 3% Accelerator supports and amplifies women entrepreneurs of color who are leading the next wave of creative businesses. For more information about the 3% Accelerator, including participation, sponsorship or media interviews, please contact: [Nancy Vaughn](mailto:3percent@whitebookagency.com) at 3percent@whitebookagency.com.