

Contact

www.linkedin.com/in/adjoa-b-asamoah-crownactchampion
(LinkedIn)

Top Skills

Community Outreach
Strategic Planning
Public Speaking

Certifications

Pupil Personnel Worker
Women's Campaign School at Yale University
Psychometrist
Behavior Specialist License
Cognitive Behavior Therapy-Specialization, Graduate Courses Certificate

Honors-Awards

Barbara Jordan Award
Champion of Advocacy Award
Ebony Power 100
CROWN Award (Social Impact)

Adjoa B. Asamoah

Biden-Harris Campaign National Advisor for Black Engagement |
The "CROWN Act" Champion | Presidential Inaugural Committee
- OPE | Impact & Political Strategist | Racial Equity Expert | Policy
Architect | Behavior Analyst

Washington DC-Baltimore Area

Summary

Adjoa B. Asamoah is an award-winning impact strategist, international influencer, racial equity, diversity, and inclusion champion—with expertise that includes leading organizations through systems change and leveraging cultural intelligence and behavioral psychology to create winning campaigns.

She is the founder of ABA Consulting, and is a trusted advisor to numerous local, state, and federal officials and candidates, most recently serving as the "National Advisor for Black Engagement" for the Biden-Harris campaign, and Black Engagement Director for the historic 59th Presidential Inaugural Committee.

She is highly sought after to develop both high-profile and grassroots stakeholder coalitions, and liaise between powerful entities. As evidenced by the legislative victories she spearheaded to codify the nation's first Office on African American Affairs, and to introduce and pass the groundbreaking anti-hair discrimination CROWN Act, she mobilizes leaders and communities for social change and collective political action.

Experience

ABA Consulting LLC

Founder & CEO

January 2017 - Present (6 years 9 months)

Washington D.C. Metro Area

Headquartered in the nation's capital, ABA Consulting is a leading-edge social impact strategy and external relations firm that has mastered the art and science of combining causes and connections to catalyze meaningful change.

ABA Consulting is a certified “small and disadvantaged” business enterprise that is owned and operated by a Black, first-generation American woman.

The ABA team specializes in comprehensive racial equity, diversity, and inclusion services, broad-spectrum strategy development and execution, public-private coalition-building, as well as unparalleled public engagement to create and execute transformative social action campaigns.

The firm has helped corporations, government agencies, academic institutions, political entities, and mission-driven organizations achieve value-added results:

PARTIAL “PAST & CURRENT” CLIENT LIST:

Political Entities: Biden for President, EMILY’s List, Democratic National Committee, Democratic Congressional Campaign Committee, POV PAC

Multiple Political Leaders & Government Agencies at the Local, State, and Federal Levels.

Educational Institutions: Temple University, Rowan University, Congressional Black Caucus Institute

Municipalities: District of Columbia, Philadelphia, Wilmington

EXAMPLES:

- Serve as a public engagement, coalition-building, and mobilization expert for the Democratic Party
- Provide program policy, design, and management expertise for local and federally-funded workforce development initiatives
- Serve as an advisor for global brands—managing external relationships, providing governmental affairs guidance, managing stakeholder relationships, and developing and providing data informed strategic recommendations
- Serve municipalities and complex organizations as a turnaround expert: strategic plan developer, climate & culture evaluator, program assessor, and transformative trainer

Government of the District of Columbia
Executive Office of the Mayor — Appointed Senior Policy Advisor
April 2015 - December 2016 (1 year 9 months)
Washington, DC

Portfolio: Department of Employment Services, African American Affairs,
Father, Men & Boys, Workforce Investment Council

- Directed the office's post-secondary education work; developed the "young adult" workforce development program
- Provided research-based policy recommendations, planning guidance, and briefings to mayor's cabinet members
- Served as the office's representative on interagency teams, and managed relationships with external stakeholders
- Managed a portfolio of District commissions, and advised a team of executive directors within the cluster

Rowan University
Adjunct Professor, College of Science and Mathematics, Psychology
Department
January 2014 - December 2016 (3 years)
New Jersey, United States

- Developed new courses; African-American Psychology, Psychology of Ethnic Identity
- Promote critical thinking, differentiate instruction, and evaluate students' mastery of content and academic progress
- *Consistent stellar student evaluations; Perfect tenured-faculty evaluation

Education

The George Washington University
Doctor of Education (Ed.D.) *Candidate , Educational Leadership-
Administration & Policy

Saint Joseph's University
Post-Master's Certificate, Applied Behavior Analysis

Temple University
Master's degree (Ed.M.), Educational Psychology

Temple University

Bachelor of Arts, 1) African American Studies 2) Psychology

University of Ghana

International Student, Africana Studies