

**WOMEN'S BUSINESS ENTERPRISE COUNCIL SOUTH WELCOMES
TARA ALLEGRA ADAMS AS THE NEW DIRECTOR OF MARKETING AND SOCIAL INNOVATION**

June 1, 2018, New Orleans, LA – Women's Business Enterprise Council (WBEC) South is proud to announce and welcome Tara Allegra Adams as the organization's Director of Marketing and Social Innovation. Ms. Adams will be responsible for the day-to-day marketing efforts for WBEC South, in addition to, developing and deploying innovative initiatives and programming to support the continued advancement of women owned and operated businesses in Louisiana, Alabama, Mississippi, Tennessee and the Florida Panhandle.

She joins the WBEC South Team after relocating to New Orleans, Louisiana from the San Francisco Bay Area in an effort to pursue her passion for the city's redevelopment which was ignited as a result of her experience volunteering post Hurricane Katrina.

In 2003, Ms. Adams pivoted from a successful career in business operations, when she was presented with an exciting opportunity with an up and coming technology start-up - Google, Inc. Though she departed the company in April of 2014 after 11 years while there, Ms. Adams built an impressive philanthropic portfolio of work including roles as a founding member of Google.org - the corporation's philanthropic arm, founding member and Global Community Outreach Lead of the Black Googlers Network, co-founder of Google's Corporate Social Responsibility division and co-founder and Global Programs Manager of Google's K-12 Education Outreach Team where she spent her final 4 years with the company focusing on the role of STEM/CS global education in improving the global economies of not only the United States, but also various nations across the world. This work directly influenced a \$50 million investment by the company in June of 2014 to provide CS Education opportunities for girls and underrepresented minorities worldwide.

Over the past 15 years, Ms. Adams has served as an official and unofficial advisor across greater New Orleans in varying capacities including government relations, K-16 education, entrepreneurship, digital literacy, equity and social justice with organizations such as the Office of Mayor Mitchell J. Landrieu, New Orleans Business Alliance, Greater New Orleans, Inc., Greater New Orleans Foundation, The Cowen Institute for Public Education Initiatives, SBP (The St. Bernard Project), The Make It Right Foundation, The Brees Dream Foundation, Junior Achievement, The Center for Educational Excellence in Alternative Settings and The Idea Village.

Passionate about the intersection of business and social impact, Ms. Adams has served in an advisory capacity and board member for many global philanthropic and educational organizations including The World Affairs Council, The Points of Light Foundation (where she received a Presidential Volunteer Service Award for her work), MIT's Office of Engineering Outreach Programs, National Girls Collaborative Project, National Center for Women in Information Technology, The United Nations and The White House Educate to Innovate Initiative.

Ms. Adams also consults as a Social Impact Management expert and has served as a board member and advisor for organizations dedicated to providing high quality, employment and educational opportunities for local youth including Duke TIP, Liberty's Kitchen, The Learning Lab and The Louisiana Children's Museum.

"I am thrilled to be part of the WBEC South Team. My greatest career successes have centered around developing innovative business programming through the lens of social responsibility and I look forward to continuing that work by providing ground-breaking strategies and solutions for WBEC South's current and future women's business enterprises."

Phala K. Mire, WBEC South President and CEO, states "We are very excited to welcome Tara to our team at WBEC South. Not only will she bring a wealth of experience and an invaluable global perspective to our organization, she will also serve as a great resource and role model for our employees, partners & WBE's who come into contact with her."

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The mission of **Women's Business Enterprise Council South** (WBEC SOUTH) is to advance and enhance business opportunities between corporations and women-owned businesses through a reputable certification program, education and professional growth opportunities.