



Dr. LaTanya White

National Associate & Mid-Atlantic Regional Director
Howard University & PNC National Center for
Entrepreneurship

A Trailblazing Scholar With Real-World Experience

Dr. LaTanya White is a **trailblazing researcher, award-winning entrepreneur**, and the creator of **Dynastic Wealth**®—a transformative, research-based framework for Black and brown families who are in their first generation of creating wealth.

With more than ten years of experience as an entrepreneurship educator and six years of deep research into wealth distribution in America, Dr. White has helped over 10,000 historically excluded families begin their journey toward economic mobility. Her clients come to her when they are ready to stop being the family ATM and feel like financial pressure is pulling their family apart. Through her wealth literacy tools, training, and family coaching programs, she helps families heal from financial trauma, build the five forms of wealth create a dynasty, and protect their family legacy.

Her work has been featured in ESSENCE and recognized at the highest levels of government, including by the U.S. Departments of State and Commerce, and the U.S. Senate under the Biden-Harris Administration.

Dr. White is also:

1. Creator of the pioneering framework for Dynastic Wealth®, **an evidence-based approach** to financial wellness for athletes, employees, entrepreneurs, and emerging talent
2. ESSENCE Festival Speaker and author of the ESSENCE Magazine article “The Best Gift You Can Give For the Holidays” (Nov/Dec 2024)
3. Author of *Becoming FEARLESS* and *Pivot*, teaching memoirs written to empower marginalized entrepreneurs
4. **TEDx** Speaker on the Audacity of Privilege

Awards & Accolades

- **Silver Stevie® Award for Social Changemaker of The Year**, Stevie Awards for Women in Business
- **50 Most Powerful MBEs, Advocates, and Strategic Resource Partners**, MEDWeek™ Legacy Awards
- **Distinguished Member Award**, DC Black MBA Association
- **Emerging Scholar Award**, USASBE Minority Special Interest Group
- **Entrepreneur of the Year Award**, African American Entrepreneurs Association
- **North Star Award**, Bowie State University HBCU+ Entrepreneurship Conference



- **Ph.D. in Leadership and Change**
- **Master's in Business Administration**
- **15** years as an entrepreneur
- **11** years in entrepreneurship education
- **10** years in technical assistance services
- **6** years in Black wealth and entrepreneurship research
- **50** transformative workshops & keynotes
- **14** research projects on HBCU entrepreneurship
- **2x** Author

[Click Here to Read Dr. White's Full CV](#)

Dr. LaTanya White

Speaker. Trainer. Dynastic Wealth® Creator



“...Wealth is your birthright. You don't have to leave it anywhere but to the next 3, 5, 10 generations. It is your responsibility to leave it for others. It's your responsibility to seek out the pathways and the partners who can teach us how to heal from any trauma that we face, who can teach us how to build 5 forms of wealth in ways that are meaningful to us and to our families, and who can teach us how to protect it.”

Dr. LaTanya White Essence Festival of Culture 2025 Speaker

Workshop & Training Topics

- **Financial Wellness & Family Prosperity: Creating Legacy, Equity, & Opportunity Beyond Limits with Dynastic Wealth®**— Grounded in doctoral research that reveals the deeply rooted truths about money, legacy, and financial exclusion, the Dynastic Wealth® framework redefines what sustained economic prosperity looks like for families building their financial legacies.
- **Unlocking Dynastic Wealth®: Beyond Generational Wealth**— Introducing the five pillars of wealth and the holistic strategy for building multi-generational legacies, especially within historically excluded communities.
- **From Scarcity to Sustainability: Building Economic Independence**— Actionable strategies for entrepreneurs and communities striving for economic mobility and financial freedom.

Past Clients



Affiliations

- Association of African American Museums
- Association of Blacks in Higher Education
- Black Innovation Alliance
- BOW Collective
- Delta Sigma Theta Sorority, Incorporated
- First Baptist Church of Glenarden, International
- Fulbright Specialist Roster

Contact Information

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Dr. LaTanya White serves the Howard community as the Associate Director for the Howard University & PNC National Center for Entrepreneurship, a national resource hub advancing entrepreneurial leadership, business development, and economic impact across communities and industries. Dr. White previously served the Center in a volunteer capacity as Conference Track Chair in 2024 and 2025.

White is a pioneering researcher, award-winning entrepreneur, and creator of Dynastic Wealth®, a research-based financial wellness framework empowering Black and brown families in their first generation of wealth creation. With over a decade as an entrepreneurship educator and six years researching wealth distribution in America, she has guided more than 10,000 historically excluded families toward economic mobility through her wealth literacy tools, coaching programs, and trauma-healing methodologies.

Her influential work has been featured in ESSENCE Magazine and recognized by the U.S. Departments of State and Commerce, as well as the U.S. Senate. She previously served as a Special Advisor to the Southeast MBDA operated by Georgia Tech University and sits on the Fulbright Specialist Roster in the areas of Business Administration and Education. She traveled to Tunis, Tunisia to deliver startup business training to a cohort of women entrepreneurs for her first Fulbright Specialist Travel Award.

Holding a Ph.D. in Leadership and Change and an MBA, Dr. White brings more than 15 years of entrepreneurial experience to her multifaceted career as a TEDx speaker, author, and policy advocate. She has delivered over 60 transformative workshops, led 14 research projects, and created over 50 learning experiences for HBCUs and MSIs.

Dr. White holds a degree in Hospitality Management from the Art Institute of Tampa, focusing on Wine, Spirits, and Beverage Management. She previously held apprenticeships with Tales of the Cocktail, was a participant in the Beverage Alcohol Resource Program, and served as an Ambassador for Navan Liqueur. White, the founder of 71 Proof Hospitality Services, a Concept Creative Group brand, has cocktail recipes published in Cheers Magazine and Conde Nast Magazine. Her first ESSENCE Magazine feature was as the November 2011 "Side Hustle of the Month" for her bartending business.

Dr. White is a 2x graduate of The Florida A&M University (FAMU), where she graduated with her Master of Business Administration under the visionary leadership of founding Dean Dr. Sybil C. Mobley. Dr. White is a former professor from FAMU's School of Business and Industry (SBI) where she last served as Visiting Assistant Professor teaching Strategic Entrepreneurship, Principles of Management, and Professional Leadership Development courses. Dr. White served at the pleasure of Dr. Shawnta Friday-Stroud, former SBI dean. A native Floridian, Dr. White is a member of Delta Sigma Theta Sorority, Inc. and was initiated in the Tallahassee (FL) Alumnae Chapter in 2005.

In this role, Dr. White reinforces Howard's legacy of cultivating visionary leaders who transform their communities, ensuring the University's impact extends across generations and economic landscapes.