

**Dr. LaTanya White**  
Founder & Creator  
Dynastic Wealth® | Concept Creative Group, LLC  
Greenbelt, MD 20770 ~ Tallahassee, FL 32301  
[LaTanya@MeetDrWhite.com](mailto:LaTanya@MeetDrWhite.com)

## **EDUCATION**

### **Antioch University Graduate School of Leadership and Change**

Ph.D. in Leadership and Change  
Yellow Springs, Ohio  
2017-2022

*Dissertation Title:* [Dynastic and Generative Intent for First-Generation Black Wealth Creators in a Modern Racial Enclave Economy](#)

*Keywords:* Black Economic Development; Dynastic Wealth®; Entrepreneurial Generativity; Wealth Inequality

#### *Selection of Unpublished Research Manuscripts:*

- Black Entrepreneurial Identity and Self-Concept: A Critical Review of Research
- Wealth Inequality and the African American Entrepreneurial Experience: Dynastic Intent in First-Generation Racial Enclave Economies (ILA-A)
- Reflections on the African American Entrepreneurial Experience: Generative Intent in Racial Enclave Economies (RICE)
- Wealth Inequality and the African American Entrepreneurial Experience: Exploring the Best Approach in Qualitative Methodology (ILA-B)

### **Art Institute of Tampa**

Bachelor of Hospitality Management  
Tampa, Florida  
2007-2009

### **Florida A&M University School of Business and Industry**

Master of Business Administration  
Tallahassee, Florida  
2000-2003

### **Florida A&M University School of Business and Industry**

Bachelor of Science in Business Administration  
Tallahassee, Florida  
1997-2000

## **WORK EXPERIENCE**

- **Concept Creative Group, Founder & Principal Consultant (July 2011-Present):**  
Identify, design, implement, and evaluate strategic business development products, services, and offerings
  - **Client Relations:** Engage with customers to develop customized client experiences; create mutually beneficial relationships with clients that extend

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beyond the initial engagement, such as *Florida A&M University's Entrepreneur In Residence for the Blackstone LaunchPad Program*.

- **Commissioned Research and Thought Leadership:** Draft commissioned research based on client objectives for policy briefs, thought leadership, and trade industry articles.
  - Promoting opportunity: The need for targeted federal business programs to address ongoing racial discrimination ([U.S. Senate Committee on Small Business and Entrepreneurship](#))
  - Succession planning: Opportunities to build wealth and keep jobs in local communities ([U.S. Senate Committee on Small Business and Entrepreneurship](#))
  - Dynastic Wealth®: An Approach to Advancing Racial Equity in Entrepreneurship Ecosystems ([Center for Entrepreneurial Opportunity](#))
- **Curriculum Design and Assessment:** Applying evidence-based 21st-century career competencies to ensure transformative learning experiences for students and adult learners.
- **Strategic Leadership:** Lead the strategic planning and execution of programs dedicated to fostering intergenerational wealth transfer and economic empowerment for historically excluded communities. Provide visionary leadership and guidance in the development and implementation of strategic initiatives that align with the mission of *Dynastic Wealth*®. Ensure these initiatives are effectively integrated into the broader organizational goals through regular review and analysis of projections and performance.
- **Project Management Excellence:** Foster excellence in client and collaborative project execution and strategic plan implementation. Develop and refine project management standards, processes, and tools to enhance efficiency and effectiveness on behalf of clients and affiliated organizations such as *The BOW Collective*, and the *Center for Black Entrepreneurship*.
- **Organizational Change and Development:** Drive organizational change by engaging diverse stakeholders, including historically excluded entrepreneurs for the *BOW Collective*, community leaders at *First Baptist Church of Glenarden*, and institutional partners like *Bowie State University* and the *U.S. Senate Committee on Small Business and Entrepreneurship*, to address systemic challenges and opportunities. Foster a culture of collaboration to develop innovative and sustainable solutions, including policy advocacy.

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- **Performance Monitoring and Evaluation:** Establish performance monitoring and reporting frameworks to evaluate the impact of strategic and project management efforts for clients, including the *Center for Black Entrepreneurship and IGNITE Central*. Ensure continuous improvement and alignment with the goals of promoting intergenerational wealth transfer and economic empowerment through client and community services in partnership with the *Association for Black Estate Planning Professionals*.
- **Stakeholder Engagement:** Facilitate strategic decision-making through analysis, synthesis, and communication of relevant data and trends, such as with *IGNITE Central*. Engage with stakeholders to conceptualize, design, implement, and sustain both incremental and transformational change initiatives.
- **Innovative Resource Development:** Lead the development of comprehensive instructional materials and training programs tailored for minority business enterprises, incorporating adult learning methodologies to enhance engagement and retention, including the *Black Innovation Alliance*.
- **Service Delivery and Process Improvement:** Evaluate and enhance the service delivery model, ensuring a balance between transactional and transformational work. Cultivate a cohesive department through system and process improvements, supporting a better connection and continuity of services for stakeholders as evidenced by leadership on the *Advocacy Committee for the BOW Collective*.
- **3D Strategic Management, Inc.,** Senior Business Consultant and Training Coordinator, Orlando Minority Business Development Agency (September 2021-May 2022)
  - Provided research and data collection and analysis support for a \$2M federal grant issued by the Minority Business Development Agency
  - Contributed to and drafted semi-annual and annual reporting required for grant compliance
  - Design instructional content for minority business enterprise (MBE) owners as delivered by subject matter experts (SMEs)
- **Florida A&M University, School of Business and Industry,** Visiting Faculty (September 2010-September 2021)
  - Served as faculty member for the academic unit's Assurance of Learning Committee to document continuous improvement efforts indicated in the accreditation plan
  - Facilitated experiential learning process for more than 6,000 diverse students.
  - Contributed to successful ACBSP accreditation efforts by leading assessment workshops and documenting intellectual contribution efforts of faculty members
- **Florida A&M University, Meek-Eaton Black Archives and Research Center**

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- o Interim Director (June 2015-October 2015): Designed operational efficiencies for university-based Black history museum that serviced more than 50,000 annual visitors.
- **Florida Small Business Development Center Network at FAMU**
  - o Certified Business Analyst (October 2013-September 2014): Coached 30+ small business owners through a comprehensive business development process to grow their businesses.

## TEACHING EXPERIENCE

### **I-Corps Training Adjunct Instructor (October 2022-December 2022)**

New York City Regional Innovation Node, Virtual

- CUNY I-Corps Gotham Innovation Gambit Program: Leveraged past experience teaching business model canvas and lean startup to prepare participating teams for the national NSF I-Corps program.

### **Eb'Day Women's Startup Program Flat6 Labs (July 2022)**

Tunis, Tunisia

- Conducted business coaching with over 20 women-owned startup businesses across 6 industry verticals
- Developed and delivered topics on Channel Phases of Customer Acquisition and Retention, Technology and Scale, Pricing and Financial Projections, and The Art of the Pitch

### **Visiting Assistant Professor, School of Business and Industry (September 2010-September 2021)**

Florida A&M University, Tallahassee, Florida

Courses Taught:

- **Strategic Entrepreneurship Decision-Making (Fall 2010- Summer 2021):** Designed an experiential learning process to expose students to leading-edge entrepreneurial concepts including Business Model Generation and Blue Ocean Strategy.
- **Professional Leadership Development (Spring 2020-Spring 2021):** Aligned student assignments with National Association of Colleges and Employers (NACE) career readiness competencies to support accreditation requirements of the academic unit and recruitment needs of career partners.
- **Principles of Management (Fall 2013- Spring 2021):** Infused flipped classroom activities into teaching and learning process of management concepts for cross-disciplinary student majors.
- **Fundamental Concepts (Fall 2010-Spring 2012):** Facilitated foundational learning of accounting, finance, and economics principles for first-year business students enrolled.

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## **Veterans Florida Entrepreneurship Program at FAMU (June 2016-August 2016)**

Program Manager

- Facilitated business development and capacity building experiences for 10 veteran entrepreneurs residing in the Tallahassee metropolitan statistical area
- Coordinated vendor relations, speaker engagement, program reporting and participant engagement
- Managed data collection, artifact submissions, and assignment feedback through Canvas Learning Management System

## **PUBLICATIONS**

- **Book Chapters**

- White, L. (2022). Entrepreneurship: Lean Startup Theory. In *SAGE Business Foundations*. SAGE Publications, Inc. <https://doi.org/10.4135/9781071905166>
  - A 5,000-word contribution on the background, criticisms, and emerging directions of Lean Startup Theory, including Knowledge and Understanding quizzes, key terms, and references.
- White, L. (2003). Wicked Problems and Illmaticism: A Systems View. In A. Sekai, R. Anderson, W. Greason & D. D. Jerry (Eds.), *ILLMATIC CONSEQUENCES: The Clapback to Opponents of 'Critical Race Theory'*. Universal Write Publications.
  - A chapter on the systemic, wicked problem of structural racism as the supreme ill, as ill as it gets, and the science of everything ill as a critical response to the opponents of CRT.

- **Books**

- White, L. (2016). *Becoming FEARLESS*. Opportune Publishing.
  - This teaching memoir unpacks the ramifications of letting doubt, fear, and insecurity impede the business development process for minority entrepreneurs and provides the system through which these entrepreneurs can build scalable businesses using their talent, creativity, and innate resources.
- White, L. (2017). *Pivot*. Opportune Publishing.
  - This workbook is the companion to *Becoming FEARLESS*, giving the entrepreneur specific, tacit steps to document the Foundation, Evaluation, Analysis, Retraining, Leverage, Efficient Systems, and Sustainable components of their business.

- **White Papers**

- White, L. (2022). Generativity and Relational Wealth: Using Stewardship to Open the Door to Prosperity. *The Executive Leadership Council Journal*, Spring 2022,

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19-26.

[https://issuu.com/elcinfo/docs/elc\\_journal\\_s22\\_26apr22\\_singlepages?fr=sNTFIMzQ1NzAzNzY](https://issuu.com/elcinfo/docs/elc_journal_s22_26apr22_singlepages?fr=sNTFIMzQ1NzAzNzY)

- White, L. (2022, Oct 4). Dynastic Wealth™: An Approach to Advancing Racial Equity in Entrepreneurship Ecosystems. Alliance for Entrepreneurial Equity. <https://www.aeequity.org/product/dynastic-wealth-an-approach-to-advancing-racial-equity-in-entrepreneurship-ecosystems>
- **Congressional Testimony/Hearings**
  - U.S. Senate. Committee on Small Business and Entrepreneurship. (2024). *Promoting opportunity: The need for targeted federal business programs to address ongoing racial discrimination: Field hearing before the Committee on Small Business and Entrepreneurship, United States Senate, One Hundred Eighteenth Congress, second session, May 6, 2024*. U.S. Government Publishing Office. [https://catalog.gpo.gov/F?func=find-b&find\\_code=sys&request=001443623](https://catalog.gpo.gov/F?func=find-b&find_code=sys&request=001443623)
  - U.S. Senate. Committee on Small Business and Entrepreneurship. (2024). *Succession planning: Opportunities to build wealth and keep jobs in local communities: Hearing before the Committee on Small Business and Entrepreneurship, United States Senate, One Hundred Eighteenth Congress, second session, January 24, 2024* (S. Hrg. 118–XXX). U.S. Government Publishing Office. <https://catalog.gpo.gov/>

## CONFERENCE and KEYNOTE PRESENTATIONS

- **Pivoting in an Uncertain Economy-** Howard University-PNC National Center for Entrepreneurship, Washington, DC, June 2025
- **Dynastic Wealth®: Advancing Family Prosperity-** Black Innovation Alliance Step Into the Spotlight, Virtual, June 2025
- **Social Entrepreneurship Solutions to Social Problems-** African Descendant Social Entrepreneurship, United States Department of State, Baltimore, MD, March 2023.
- **Building Black Dynasties: Genealogy, Succession Planning and Wealth Transfer in Black Business Families-** Keller Center at Princeton University, Princeton, NJ
- **Racially Equitable Entrepreneurship Education: Breaking Down the Last Barrier to Building Black Wealth-** United States Association for Small Business and Entrepreneurship (USASBE) Conference, Raleigh, NC, January 2022. Presenter.
- **Accounting for Modern Racial Enclave Economies in Normative Entrepreneurship Education Spaces-** Global Consortium of Entrepreneurship Centers (GCEC) Conference, Baltimore, Maryland, October 2021. Presenter.

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- **Empowering the HBCU Entrepreneur: Successes and Lessons Learned from the HBCU Entrepreneurship Ecosystem-** Global Consortium of Entrepreneurship Centers (GCEC) Conference, Baltimore, Maryland, October 2021. Panelist.
- **Empowering the HBCU Entrepreneur: Successes and Lessons Learned from the HBCU Entrepreneurship Ecosystem-** Bowie State University HBCU Entrepreneurship Conference, Virtual, October 2021. Panelist.
- **Socioemotional Wealth and Subjective Well-Being for Black Entrepreneurs-** Bowie State University HBCU Entrepreneurship Conference, Virtual, October 2021. Co-Presenter.

### HONORS & AWARDS

- **Chapter Member of the Year:** National Black MBA Association, Washington DC Chapter, September 2024, Washington, DC
- **50 Most Powerful Capital Readiness Provider:** M. Gill & Associates, MBDA Programs, September 2024, Miami, FL
- **Entrepreneur of the Year Award:** African American Entrepreneurs Association, December 2023, Daytona Beach, FL
- **Innovative New Scholar Award:** United States Association of Small Business and Entrepreneurship, January 2022, Decatur, IL
  - Presented with research award for conducting and amplifying diversity, equity, and inclusion research on entrepreneurial ecosystems.
- **North Star Award:** Bowie State University, September 2022, Bowie, MD
  - Awarded as inaugural leading scholar on Black entrepreneurship based on findings from the interpretative phenomenological analysis of data which call for the design and use of racially equitable entrepreneurship training.
- **Ecosystem Builders Fellow:** Center for Black Innovation, September 2021, Miami, FL/Virtual
  - Selected as an inaugural fellow based on my commitment to creating systemic change in the education, training, and wealth transfer process for Black entrepreneurs; conducted asset mapping and established the Dynastic Wealth™ theory of change.
- **TEDx Speaker:** TEDx Tallahassee, November 2019, Tallahassee, FL
  - Chosen to deliver an idea with significant potential to challenge the general understanding of what privilege is while encouraging viewers to assess their own privilege to use it in service to others.
  - TEDx Talk on [\*The Audacity of Privilege\*](#)
- **Change Ventures Fellow:** Change Ventures, September 2013, Bali, Indonesia
  - Elected to participate as an inaugural fellow as a result of a social entrepreneurship project to deliver community-based entrepreneurship education in low to moderate-income areas in the Tallahassee, FL MSA.

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## PROFESSIONAL AFFILIATIONS

- **BOW Collective- Board Member, 2024-Present**
- Fulbright Specialist- Tenure Appointment: April 2022- April 2026
- International Leadership Association- Member, 2021
- United States Association for Small Business and Entrepreneurship- Member, 202
- Leadership Tallahassee- Member, 2009- Board of Governors Member, 2017
- Big Bend Minority Chamber of Commerce- Board Member, 2013; Member, 2022–Present

## COMMUNITY OUTREACH

### **Southeast Minority Business Development Agency Growth Hub, Atlanta, GA**

Special Advisor (October 2021-Present)

- Provide insight on entrepreneurship ecosystem development for 50+ minority-serving institutions (MSIs) to federal grant recipients at Georgia Institute of Technology and partners including Morehouse University Innovation and Entrepreneurship Center.

### **Tallahassee Alumnae Chapter, Delta Sigma Theta Sorority, Inc., Tallahassee, FL**

Economic Development Sub-committee Chair (2021)

- Led the Economic Development Corner with Tallahassee Alumnae Chapter (EDC with TAC) during the historically Black sorority's annual May Week community program with more than 80 guests attending virtually.

### **Washington DC Alumnae Chapter, Delta Sigma Theta Sorority, Inc., Washington, DC**

Entrepreneurship Expo Speaker (May 2021)

- Introduced DC Metro-area entrepreneurs to the five forms of capital required to move wealth down the generational chain as a part of the historically Black sorority's annual May Week community programming with more than 70 guests attending virtually.

### **Lemonade Day Tallahassee, Tallahassee, FL**

Co-City Director (2017-2020)

- Assisted City Director with cultivating strategic partnerships to attract historically underserved Tallahassee youth to participate in a national entrepreneurship training curriculum for K-12 students; 95% of the 1,000 youth come from marginalized communities.

## SPEAKING & MEDIA APPEARANCES

- **ESSENCE Festival of Culture- *Building Black Generational Wealth***, New Orleans, LA, July 4, 2025
- **SHABACH! Ministries Career & Opportunity Fair- *From Skills to Startups***
- **ESSENCE Magazine- *The Best Gift You Can Give for the Holidays***, November/December 2024 Issue
- **Rotary Club of DC- [Power, Privilege & Transformation](#)**, Washington DC, September 2023

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- **Hamilton Realty Advisors 2022 Focus Retreat-** Retreat Facilitator, **Impact vs. Influence** Destin, Florida, February 2022
- **Phi Beta Sigma Florida State Conference-** Panelist, Black Spend Initiative, Tallahassee, Florida, January 2022
- **Blavity TV- Lunchtable Live-** Panelist, [Beyond the Yard](#), Original Air Date: May 2021
- **THEEGirl Podcast-** Podcast Guest, [Dynastically Building Wealth](#), Original Air Date: March 2021
- **On Campus with Monica Britton-West-** Podcast Guest, [ReWriting Our History: Building Dynastic Wealth](#), Original Air Date: March 2021
- **Think Like a Thought Leader with Courtney Bowden-** Podcast Guest, [Building Black Dynastic Wealth with Professor LaTanya White](#), Original Air Date: February 2021
- **Good Health for Busy People-** Podcast Guest, [Building Your Dynasty](#), Original Air Date: February 2021
- **LetsDoHumans-** Podcast Guest, [Dynastic Wealth Building in Communities of Colour with Prof. LaTanya White](#), Original Air Date: January 2021
- **Student Built Startups-** Podcast Guest, How Your Business Can Build Your Dynasty with Prof. White, Original Air Date: July 2020
- **TEDxTallahassee-** Speaker, [The Audacity of Privilege](#), Tallahassee FL, November 2019

#### REFERENCES

- Jason Black, Ph.D., Florida A&M University, [jason.black@famu.edu](mailto:jason.black@famu.edu)
- Johnetta Hardy, Bowie State University, [jhardy@bowiestate.edu](mailto:jhardy@bowiestate.edu)
- Tiffany Rogers Bussey, DBA, Morehouse Innovation and Entrepreneurship Center, [tiffany.bussey@morehouse.edu](mailto:tiffany.bussey@morehouse.edu)
- Nicole S. Burton, MBA, U.S. Department of Commerce, [NBurton1@mbda.gov](mailto:NBurton1@mbda.gov)

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## **BIOGRAPHY**

Dr. LaTanya White, a distinguished Fulbright Specialist in Education and Business Administration, is a visionary leader committed to fostering intergenerational wealth transfer and economic empowerment for historically excluded communities. As the CEO of Concept Creative Group, LLC, Dr. White directs strategic initiatives that align with the mission of Dynastic Wealth®, integrating these efforts into broader organizational goals through rigorous analysis and performance review.

With a robust background in strategic planning and project management, Dr. White excels in fostering excellence in client and collaborative project execution. Her work involves refining project management standards and processes to enhance efficiency and effectiveness for clients such as The BOW Collective, the Center for Black Entrepreneurship, and Florida A&M University. She is adept at driving organizational change by engaging diverse stakeholders, including entrepreneurs, community leaders, and institutional partners, to address systemic challenges and develop innovative solutions.

Dr. White's research expertise lies at the intersection of wealth equity and educational excellence, leading to the development of the Dynastic Wealth® framework. This evidence-based teaching and learning model promotes effective change management practices and addresses implicit bias in social systems, especially in the context of entrepreneurship education. Her leadership extends to performance monitoring, where she establishes tools to evaluate the impact of strategic efforts, ensuring continuous improvement and alignment with entrepreneurship outcomes.

As a TEDx Speaker and author, Dr. White communicates complex ideas with clarity and passion, facilitating strategic decision-making and stakeholder engagement. She leads the development of comprehensive instructional materials and training programs, incorporating youth and adult learning methodologies to enhance engagement and retention.

Through partnerships that include the Black Innovation Alliance, Blackstone LaunchPad, Princeton University's History and Legacy of Black Entrepreneurship Roundtable, Prosperity Now, and a host of others, Dr. White's has helped more than 10,000 Black and brown families experience economic mobility through business coaching, capacity building, entrepreneurship education, technical assistance and wealth literacy training. Her work has been published in ESSENCE magazine and the Senate Committee on Small Business and Entrepreneurship under the Biden-Harris Administration.