

**LaTanya White, Ph.D.**, serves the Howard University community as associate director of the Howard University & PNC National Center for Entrepreneurship, a national resource hub advancing entrepreneurial leadership, business development and economic impact across communities and industries. White previously served the center in a volunteer capacity as conference track chair in 2024 and 2025. She has been a speaker at the conference each year since its inception.

White is a pioneering researcher, award-winning entrepreneur and creator of Dynastic Wealth®, a research-based financial wellness framework that empowers Black and brown families in their first generation of wealth creation. With more than a decade of experience as an entrepreneurship educator and a research background exploring 150 years of wealth distribution in America, she has guided more than 10,000 historically excluded families toward economic mobility through 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 adviser to the Southeast MBDA, operated by Georgia Tech University, and is a member of the Fulbright Specialist Roster in business administration and education. She traveled to Tunis, Tunisia, to deliver startup business training to a cohort of women entrepreneurs as part of her first Fulbright Specialist Travel Award.

Holding a Ph.D. in leadership and change and an MBA, White brings more than 15 years of entrepreneurial experience to her multifaceted career as a TEDx speaker, author and policy advocate. She has delivered more than 60 workshops, led 14 research projects and created more than 50 learning experiences for historically Black colleges and universities and minority-serving institutions.

White holds a degree in hospitality management from the Art Institute of Tampa, with a focus on wine, spirits and beverage management. She previously held apprenticeships with Tales of the Cocktail, participated in the Beverage Alcohol Resource Program and served as an ambassador for Navan Liqueur. White is the founder of 71 Proof Hospitality Services, a Concept Creative Group brand, and has had cocktail recipes published in Cheers Magazine and Condé Nast Magazine. Her first ESSENCE Magazine feature appeared in November 2011 as the "Side Hustle of the Month" for her bartending business.

White is a two-time graduate of Florida A&M University, where she earned her Master of Business Administration under the leadership of founding Dean Sybil C. Mobley, Ph.D. White is a former professor at FAMU's School of Business and Industry, where she most recently served as visiting assistant professor, teaching strategic entrepreneurship, principles of management and professional leadership development. White served under the leadership of Shawnta Friday-Stroud, Ph.D., SBI dean emerita.

A native Floridian, White is a member of Delta Sigma Theta Sorority Inc. and was initiated into the Tallahassee Alumnae Chapter in 2005.

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