

ALLIE L.

BRASWELL JR.

PRESS KIT



BIOGRAPHY



Mr. Allie L. Braswell, Jr., a distinguished entrepreneur, author, speaker, and civic leader, brings extensive experience in business leadership and community engagement. As the Founder and CEO of the Braswell Group, he excels in innovative consulting and translating broad strategies into actionable plans for results-oriented community engagement. Previously serving as Senior Vice President of Culture & Belonging at VyStar Credit Union, Allie led transformative initiatives, developing its inaugural DE&I policy and achieving recognition as a First Coast Florida "Best Place to Work." His impact is evident in increasing minority management recruitment to 32% and overall workforce diversity to 52%.

With a 12-year military service in the U.S. Marine Corps, Mr. Braswell showcased exceptional leadership in various global roles. His commitment to service laid the foundation for a multifaceted career that seamlessly transitioned into corporate leadership. During his 7-year tenure at Walt Disney World Company, Allie pioneered global inclusive programs and as a result of his leadership, achieved a 150% increase in talent competition participation. On the civic front, he served as President of the Central Florida Urban League and contributed significantly to their national Housing and Jobs Task Forces.

An accomplished author, Allie's most recent publication, "Engage, Invest, Grow!": A Blueprint for Mastering Relationships, reflects successful relationship-building strategies. With degrees from American Intercontinental University and Webster University, along with an Advanced Diversity, Equity, and Inclusion Certificate from Cornell University, Mr. Braswell consistently demonstrates an unwavering commitment to diversity, innovation, and operational excellence, leaving an indelible mark on every sector he touches.



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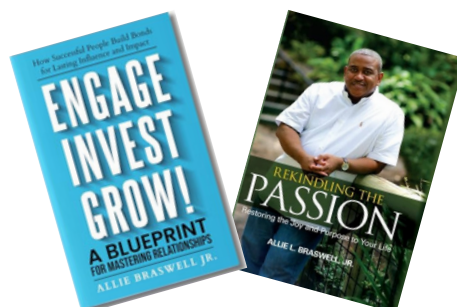


(904) 371-1201

ALLIE BRASWELL JR.



THE BRASWELL GROUP



SPEAKER FEE

Non-Profit:

All honorariums are humbly accepted and greatly appreciated. However, please consider that the honorarium amount that Allie Braswell typically receives starts at \$1,500. Honorariums should be given directly to him before his departure from your event.

Corporate:

All corporate speaking engagements carry a speaker's fee starting at \$10,000. Speaker's fees are contingent on length and breadth of content requested and are mutually agreed upon before confirming. Once an amount has been reached, a 50% deposit will be due in order to confirm the booking. The remaining balance will be due upon Allie's arrival on the day of the event.

Please make Cashier's check or credit card payments payable to: Braswell Group

TRAVEL & HOTEL ACCOMMODATIONS

Our office will take care of his flight arrangements. You will receive an invoice for reimbursement for the amount of (1) one business class airline ticket unless otherwise specified. We ask that this payment be received at least (2) two weeks prior to the scheduled departure for engagement. We will forward a travel itinerary to you detailing arrival times and other pertinent travel information.

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In the event that a hotel stay is required, the following accommodations must be provided:

- One (1) KING, NON-SMOKING ROOM OR SUITE reserved in the name of Allie L. Braswell Jr. at any Hyatt, Marriott, or Hilton. Hotel is subject to Allie's final approval.
- One (1) King or Double NON-SMOKING ROOM for the team member who travels with him (if applicable).
- A major credit card should be placed on file at the front desk of the hotel to cover incidentals and meals.

GROUND TRANSPORTATION

In the event that ground travel is required, an invoice for reimbursement will be sent to your office.

MEAL CONSIDERATIONS

While Allie welcomes the opportunity to converse and fellowship with your team before or after his presentation, it is not required to make dining reservations. However, he kindly asks that the following food and beverage items be available to him upon arrival before his presentation:

- TEN water (2 bottles, room temperature)
- Sun-Maid Raisins
- Trail mix

Allie does not have any dietary restrictions or known food allergies.