Transformational Speaker & Author

Dr. Sheila Robinson
DR. SHEILA ROBINSON
publisher

TOP WOMEN IN MAGAZINE PUBLISHING

+39 Tips For Succeeding in Publishing
Sheila Robinson’s book on leadership development in the 21st century is a moving memoir and no-nonsense guide to how to succeed in the complex culture of corporate America today. Sheila, who grew up in the South, where the career possibilities were limited, hurdled many obstacles on her path to finding career success, first within the structure of Fortune 1000 America and then as an entrepreneur launching her own business against great odds. In the process, she learned much more than how to succeed — she also learned how to find success and happiness by being herself and following her own vision. In reading Lead by Example, you will find yourself nodding knowingly, as Sheila describes her experience as a determined, whip-smart woman of color navigating the complexities and challenges of the 21st century business environment.
In her new book, *Your Tool Kit for Success: The Professional Woman’s Guide for Advancing to the C-Suite*, Dr. Sheila A. Robinson, founder and publisher of *Diversity Woman* Magazine, sets out to teach women of every race, culture, background, and affinity group how to become passionate leaders that can not only expand their own careers, but also enhance the businesses they will ultimately lead. Robinson aims to put the strategies of C-Suite executives to work for women who want to affect change in their own career paths. To do this, she draws from her own dissertation research as a doctoral candidate at University of Pennsylvania, where she mapped the career paths of C-Suite executives and gained their insights and perspectives on leadership.

*Your Tool Kit for Success* empowers women to transform their careers by utilizing a comprehensive set of interrelated and interdependent tools she categorizes as: Executive Traits, Preparation, Building Strategic Relationships, and Creating Engaging Organizational Culture.
Dr. Sheila Robinson is the Founder, Publisher and CEO of Diversity Woman, LLC, a media company that supports the leadership and executive development of women of all races cultures and backgrounds through Diversity Woman magazine, diversitywoman.com, special events, conferences, social media and speaking engagements.

With more than 20 years in corporate America and the former Marketing Director in DuPont’s global textiles division, Sheila has witnessed and experienced first hand the challenges and opportunities that exist for diverse and multicultural women in business.

Her unique speaking style is designed to leave her audiences inspired and motivated even around sensitive subjects. She strongly believes in taking the positive out of any negative situation and is known for leaving her audiences mesmerized and empowered to turn any adverse situation into an opportunity through her topics on Diversity and Women’s Issues.

She is the founder of non-profit organizations, LEED for Women (Leadership, Executive and Entrepreneurial Development for women of all races, cultures and backgrounds) a program that supports more diverse and multicultural women in leadership and executive roles and I Am A Leader, an organization that teaches leadership skills to K-12 and college students.

Speech Topics
- Effective Leadership During Challenging Times
- Women Breaking Through Professional & Personal Barriers
- Lead By Example
- Your Toolkit for Success
- Lessons in Leadership
- Uncovering Our Confidence
- The Right Fit
- How To Influence Change

To Book Dr. Sheila Robinson Contact:
Diversity Woman Media
1183 University Drive, Suite 105
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sheila@diversitywoman.com
• The Pentagon, 2015
• Express Scripts, 2016
• Working Mother Multicultural Conference, 2016 & 2017
• University of Pennsylvania, Graduate School of Education, 2017
• SAIC, 2017
• Women’s Leadership Empowerment Conference, San Francisco, 2008
• Women of Color Conference Indianapolis, IN, 2008
• NFL Hawaii Pro Bowl Keynote Speaker, Honolulu, HI, 2007
• Effective Leadership During Challenging Times, New York, NY, 2007
• Women on Wall Street Summit, New York, NY, 2007
• National Association for American Water Society, Atlanta, 2007
Sheila Robinson is Founder and Publisher of Diversity Woman Magazine, a professional business magazine for women leaders, executives and entrepreneurs of all races, cultures and backgrounds. Due to the overwhelming national response to her first magazine, North Carolina Career Network, the publication expanded nationally in April of 2008 becoming Diversity Woman.

Dr. Robinson is a former Marketing Director with the textiles division of global chemical giant DuPont, where she traveled throughout the U.S. and abroad tracking apparel trends displayed at industry events including Essence magazine’s annual “Essence Award Show”, GQ magazine’s “Men of the Year Award”, and New York’s “7th on Sixth” fashion shows.

Sheila achieved early career success at DuPont but after she had been with the organization for 14 years, her division was sold. Faced with relocation, she resigned from the company to pursue a long awaited dream - to launch a professional magazine for women seeking career advancement opportunities. As an African-American woman Sheila was no stranger to adversity, and she was strongly committed to providing what she thought to be a much needed resource for women.

Sheila is a graduate of Leadership Greensboro (2006), and Leadership North Carolina (2007) and holds certificates from Stanford University’s Professional Publishing Program (2007) and Wharton’s School of Business Chief Learning Officer Program (2013). In 2009 she was honored with the MEAC Image Award for her career achievements and as a positive role model for young women. Other honors include:

- 2011 Minority Business Person of the Year by the Greensboro Chamber of Commerce
- 2012 Diversity MBA Top 100 Leaders by Diversity MBA Magazine
- 2013 she received Diversity Leadership for Innovation and Entrepreneurship
- 2017 she received an international Rosa Parks Diversity Leadership Award for her extraordinary efforts and work in facilitating professional opportunities for women and minorities.

Sheila has been featured on the cover of Publishing Executive Magazine and named as one of 50 Top Women in Magazine Publishing for the significant contribution she has made in her industry.

She received a Masters of Science in Talent Management and a Doctor of Education in Work-Based Learning and Leadership both from the University of Pennsylvania.