



# JULIAN B. KIGANDA

SPEAKER | WRITER | CREATIVE CONSULTANT

**BOLD** &  
**FEARLESS**





# MISSION

To teach and inspire others to live boldly  
and fearlessly by embracing culture,  
creativity and communication.





# BIO

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**JULIAN B. KIGANDA** is a dynamic writer, speaker, teacher and creative consultant. Her passion for infusing creativity, culture and communication into everything she does has allowed her myriad opportunities to use her gifts in varied arenas. A native-born Ugandan, she has showcased the music, song and dance of East Africa all over the United States and in the Caribbean—including at the Kennedy Center, Annenberg Center for the Performing Arts, Smithsonian Museum of African Art, St. Maarten International Book Fair, and others as a member of a nationally renown dance troupe, and currently as a member of **Mbuutu of Uganda**.

Her passion for teaching design, art and culture to youth has informed her work across borders. As a board member of Designers Without Borders—a nonprofit organization that delivers technology, instruction, and design consulting to schools and select non-profits in Africa—she designed and implemented a successful two-year online distance mentoring program with University design students in Uganda and design professionals in the United States. She recently taught East and Central African dance and culture as one of 16 selected artists for the first-ever Art Saves Lives One-Week Summer Intensive camp for underprivileged youth in St. Maarten, founded by award-winning Broadway personality, Nicole DeWeever. In addition, she developed and taught a Brand Marketing curriculum to students at the Howard University Middle School of Math and Science (MS<sup>2</sup>) as part of the Clearly Mobile Innovation Challenge, a business pitch competition for mobile apps.

Julian is President of **African Diaspora for Change**, whose mission is to educate and empower the African immigrant community and broader Diaspora through culture, dialogue and advocacy. Working with the Board and Executive Committee, she has helped develop the organization's long term strategy, vision and programming. In recognition of her work in the community, she was invited as a member of a high-profile delegation of journalists, artists, elected officials and community activists to Senegal in 2010 for the World Festival of Black Arts and Cultures. Julian is also a Managing Partner at **Vibrant LLC**—a multicultural design and communications firm that creates powerful brands which increase revenue and visibility for businesses and organizations. Her firm's clients represent a broad spectrum—from the African Union and Turner Construction, to the National Park Foundation and the National Urban League.

Julian and her work have been featured in various media including: *The Washington Post*, *Communication Arts*, *HOW Magazine*, *Huffington Post*, NPR, *ARISE Magazine*, WHUR 96.3 FM, Black Web 2.0, and many others. She is an active public speaker and mentor and has been invited to present at the World Bank, the State Department's International Visitor Leadership Program, the Center for Nonprofit Advancement, Peace Corps, Howard University, Art Institutes of Washington, Alabama State University and many others. She received her BA in Graphic Design from Marymount University.





# BOLD & FEARLESS

NBC INTERVIEW ABOUT THE FREEDOM HOUSE MUSEUM (PICTURED BELOW)

TEACHING EAST AFRICAN DANCE TO YOUTH IN ST. MAARTEN



## PORTFOLIO

From successful marketing campaigns and powerful historical exhibits, to teaching East African dance to youth in the Caribbean and developing marketing and branding curriculum for STEM programs, this page features a sampling of projects Julian has designed, produced or spearheaded.



NATIONAL URBAN LEAGUE CENTENNIAL EXHIBIT





## SERVICES

Julian works with leaders, educators, artists and organizations to help them realize their vision through the following services:

### SPEAKING & WRITING (TOPICS)

- **Living Boldly & Fearlessly:** Oftentimes, taking bold action is the only way to fulfill your potential; gain insights that will get you moving in the right direction.
- **Creativity & Innovation:** Creativity is the new currency—learn how and why it's important to cultivate it regularly.
- **Culture as a Strength:** In an increasingly multicultural society, it's critical to learn how to use culture as a platform to unite.
- **Taking Back Your Power:** We've all encountered setbacks, but also have the ability to take back our power. Resiliency, persistence, humor and vision are key.
- **Embracing Change:** Learning to embrace change—even when it's difficult—can be one of the most rewarding things you ever do.
- **Do It Anyway:** Fear is a powerful factor in keeping us stuck where we are; you will leave with insights on how to get unstuck and push through to the other side.

- **Your Purpose is Not About You:** Gain clarity on what you're *really* passionate about and how to use it to serve others.
- **Africa & the Diaspora:** With the rise of Africa on the global scene, it's more important than ever to understand how to connect with her Diaspora.

### TEACHING/WORKSHOPS

- Branding & Marketing
- Personal Branding
- Designing Exhibits that Inspire & Engage
- Creativity & Innovation
- East & Central African Dance
- Community Outreach

### CONSULTING

- Branding, Communications & Marketing
- Cultural & Historical Exhibits
- Engaging Youth through Arts, Culture & Design
- Community Engagement, Outreach & Advocacy
- Content Creation for Online & Print Publications
- Event Design & Branding

*\* Workshops and speaking engagements can be customized depending on client need.*

## RESULTS

Whether working with a team or consulting with clients one-on-one, Julian understands the importance of inspiring change through her work. Her results speak for themselves:

- **Taught East African dance** to 40+ underprivileged youth in St. Maarten as part of a successful one-week summer intensive;
- Developed **community outreach and social media** strategy for international client that reached 100,000 people in 3 months and increased social media engagement by 1350%;

- Developed interactive **branding workshops** and workbook that resulted in increased donations and/or new memberships for clients.

- **Developed a marketing/branding curriculum** for a successful STEM middle school innovation program

- Managed a \$1.2 million budget for 4000 square foot, interactive, **mobile museum**; completing project in 2/3 time and saving client more than \$350,000 in costs;
- Developed a brand marketing strategy for a nonprofit event which helped sell **\$80,000 in tickets in seven weeks.**

## MEDIA

Julian and her work have appeared in:



The Washington Post



THE HUFFINGTON POST

Communication Arts



For media inquiries, contact [press@boldandfearless.me](mailto:press@boldandfearless.me).

"There is no passion to be found  
playing small—in settling for a life  
that is less than the one you  
are capable of living."

—NELSON MANDELA

[WWW.BOLDANDFEARLESS.ME](http://WWW.BOLDANDFEARLESS.ME)



## WHAT PEOPLE ARE SAYING...

Your vision and your gift has created something that has struck the souls of many, many people... Thank you for all you do. May God continue to bless you and all that you put your hand to!

—Xavier Williams, Sr. Vice President, Service Management at AT&T (Sponsor, NUL Centennial Exhibit)

Julian has the special ability to express East African movement in it highest form.

She is not only teaching them dance, but captivates the students as she teaches the history and tradition—giving them the opportunity to travel to a distant time and place with movement.

—Nicole C. DeWeever, Founder & President, Art Saves Lives Foundation

Julian Kiganda is one of the most creative and inspiring people that I have met in my two decades of work. Although her design and construction of the Freedom House Museum and the National Urban League Centennial Exhibit are two stellar examples of her creativity and inspiration, these physical structures do not provide a full sense of her capability to drive results and change lives.

—Patrick Gusman, President and Executive Director at Equal Footing Foundation

Julian is one of the most passionate people I have ever known. We were on the board together of the DC chapter of the AIGA, and I was immediately drawn to her enthusiasm for strategic marketing. I saw her start her own company and watch it grow into a successful business with marquee clients. Her vision and drive are inspiring. She reaches for the stars and it never surprises me that she usually gets there.

—Leigh George, PhD, Vice President, Social@Ogilvy at Ogilvy & Mather

Julian is a passionate, dynamic leader of an increasingly diverse yet influential African Diaspora Community.

Working closely with her, I have observed first-hand her uniquely special ability to engage, inspire and energize anyone she comes in contact with.

—Hubert Shaiyen, Partner at MSC, Inc.

Julian is my window to the African Diaspora. Through her tireless efforts and abundance of energy and goodwill, Julian has truly served as the cultural catalyst for my world view. Because of Julian, visiting Africa is on my short-term “to do” list. We have so much to learn from one another, and Julian is bridging that gap, one person at a time.

—Monda Webb, Senior Project Manager at Fannie Mae/Making Home Affordable



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## CONTACT

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## CONNECT

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**CONTACT Julian today to find out  
how she can help you inspire change  
through culture, creativity and  
communication!**

Photos courtesy of Wana Image ([www.wanaimage.com](http://www.wanaimage.com))

