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JULIAN B.  
KIGANDA

SPEAKER | WRITER | CREATIVE CONSULTANT

**BOLD &  
FEARLESS**



## MISSION

To teach and inspire others to live  
boldly and fearlessly in their purpose.





**BIO**

SPEAKER | WRITER | CREATIVE CONSULTANT

**JULIAN B. KIGANDA** is a dynamic writer, speaker, teacher and creative consultant. Her ability to infuse her own brand of creativity, culture and communication into everything she does has allowed her myriad opportunities to use her gifts in varied arenas. Since re-launching **Bold & Fearless** in 2015—a lifestyle brand and online magazine for women of Africa and the Diaspora who are passionate about faith, purpose, service and leadership—her audience and reach have grown rapidly.

In 2014, Julian co-authored and published her first highly-acclaimed book with her sister entitled ***Whose Shoes Are You Wearing? 12 Steps to Uncovering the Woman You Really Want to Be***. Since the sold out book launch, *Whose Shoes* ([www.whoseshoesbook.com](http://www.whoseshoesbook.com)) has been featured on local and international media, and is transforming lives while attracting a fast-growing following. Written from a cultural and Christian perspective, the book was described by one reader as a “powerful tool for self-healing.”

As a former Managing Partner at **Vibrant LLC**, a multicultural design and marketing firm, Julian’s clients represented a broad spectrum—from the African Union and Turner Construction, to the National Park Foundation and the National Urban League. Julian is active in the African Diaspora community and has worked with various organizations, including African Diaspora for Change, to implement programs to educate and empower African immigrants and the broader Diaspora through culture, dialogue and advocacy. In recognition of her work, she was invited as a member of a high-profile delegation of journalists, artists, elected officials and community activists to Dakar, Senegal for the World Festival of Black Arts and Cultures.

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 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. Most recently, Julian became an Adjunct Professor of Marketing at **Bowie State University** in Maryland.

Julian and her work have been featured in various media including: The Washington Post, ABCNews, AP, Communication Arts, NBC News, NPR, Fox5DC, The Huffington Post, ARISE Magazine, WHUR 96.3 FM and many others. She is an active public speaker and mentor and has been invited to present at the United Nations, World Bank, the State Department, NAACP Convention (Author’s Pavilion), Rockville Women’s Business Center, Peace Corps, Howard University, Georgetown University, 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 CENTER)  
WHOSE SHOES ARE YOU WEARING? MORE INFO AT [WWW.WHOSESHOESBOOK.COM](http://WWW.WHOSESHOESBOOK.COM)

## PORTFOLIO

From creating successful marketing campaigns and powerful historical exhibits, to presenting at international organizations and co-authoring powerful books on personal transformation, this page features a sampling of projects Julian has developed or spearheaded.



A Fresh Take On Personal Transformation

## Whose Shoes Are YOU WEARING?

12 STEPS to Uncovering the Woman You *Really* Want to Be

CHRISTINE K. ST. VIL & JULIAN B. KIGANDA



NATIONAL URBAN LEAGUE CENTENNIAL EXHIBIT



## The (MS)<sup>2</sup> CLEARLY MOBILE INNOVATION CHALLENGE







## 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:** Often, taking bold action is the only way to fulfill your potential; gain insights that will get you moving in the right direction.
- **Taking Back Your Power:** We've all encountered setbacks, but also have the ability to take back our power. Resilience, persistence, humor and vision are key.
- **Embracing Change:** Learning to embrace change 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; learn 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 the world.
- **Branding & Marketing:** Whether it's for your business or your personal brand, learn how to do it right with practical tools and tips.

- **Culture as a Strength:** In an increasingly multicultural society, it's critical to learn how to use culture as a platform to unite.
- **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
- Personal Transformation
- Communicating Effectively
- Designing Exhibits that Inspire & Engage
- Creativity & Innovation

### CONSULTING

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

- Developed interactive **branding workshops** and workbook that resulted in increased donations and/or new memberships for clients;
- Managed a \$1.2 million budget and provided creative direction for a 4000 square foot, interactive, **mobile museum**; completing project in 2/3 time and saving client more than \$350,000 in costs;
- **Developed a marketing/branding curriculum** for a successful STEM middle school innovation program
- Developed a brand marketing strategy for a nonprofit event which helped sell **\$80,000 in tickets in seven weeks.**
- 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%;
- **Taught East African dance** to 40+ underprivileged youth in St. Maarten as part of a successful one-week program.

## MEDIA

Julian and her work have appeared in:



The Washington Post

THE HUFFINGTON POST

ESSENCE.com



Communication Arts



BEST PRACTICES IN TRADE SHOWS AND EVENTS  
**EXHIBITOR**



“There is no passion to be found in 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 is both a quintessential leader and an outstanding team player. Her experiences and accomplishments speaks for themselves. **She is a strategic thinker and a person of vision.**

—Bill Cox, President & CEO, Cox Matthews & Associates, Inc; Publisher, *Diverse Issues in Higher Education*

**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, *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, *Fannie Mae/Making Home Affordable*



# BOLD & FEARLESS

## CONTACT

**JULIAN B. KIGANDA**

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## CONNECT

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