



*“Diversity, Equity & Inclusion is not an option, it is an imperative for meaningful success in business and in life”*

**FREDA G. SAMPSON**

(Pronouns – she, her, hers)

fredagsampson@gmail.com

313-220-0447



*Diversity, Equity & Inclusion Strategist \* Author \* Entrepreneur \* Influencer \* Advocate*

**Freda G. Sampson** is an advocate for equity, justice and belonging. She is an entrepreneur, creative, and author. Her passion stems from observing her father, Rev. Dr. Frederick G. Sampson, II, a civil rights leader and pastor fight for equality for all people. Witnessing love in action has formed the direction of her personal and professional journey. A diversity, equity & inclusion professional, Freda provides consulting, training and facilitation services to corporations, governmental agencies and organizations throughout Michigan and Canada on diversity, inclusion, cultural competency and anti-racism.

### **Diversity & Inclusion Professional**

Currently, Freda consults and facilitates with Michigan Roundtable for Diversity & Inclusion (MRDI) for corporations, governmental agencies, and non-profit organizations throughout the region on diversity, equity, inclusion and cultural competency. She was formerly the Director of Diversity and Inclusion for Blue Cross Blue Shield of Michigan. Prior to that Freda worked for Michigan Roundtable for Diversity & Inclusion where she managed multiple community initiatives that focused on racial equity.

### **Entrepreneur**

Freda is an entrepreneur and has owned many businesses throughout her career. For over a decade she owned and operated four coffeehouses in midtown Detroit.

Currently, she owns three businesses:

- **Pause Detroit, LLC** –Chief Vibe Officer. A virtual Café and intimate facility space specializing in food, art, and music (Projected Opening Spring 2022)  
[www.pausedetroit.com](http://www.pausedetroit.com)
- **Vision Publishing, LLC** - Principal. A company focusing on multimedia projects including books, audio and video projects, and apparel.
- **Freda G. Sampson, LLC** – Principal. A consulting company on diversity, equity and inclusion [www.fredagsampson.com](http://www.fredagsampson.com)

### **Creative**

- Creator & Co-Curator of *We Don't Want Them* – a traveling exhibit on race and housing in Metro Detroit from the Great Migration to the Election of President Barack Obama. Viewed to date by over 500,000 people.
- Creative consultant for University of Michigan, School of Engineering. Minority Engineering Program Office. Ann Arbor, MI
- Exhibited in several fine art group shows. Medium - Photography

### **Author & Publications**

Freda is a published author and has been featured in *Essence Magazine* and other publications. Her most recent publication and second book is *I Think I Said Something... the Life Legacy and Ministry of Rev. Dr. Frederick G. Sampson, II*.

*Other publications include:*

- *Race, Diversity & Inclusion: A Parent Resource Guide* Vision Publishing LLC
- *Imported for Detroit: An Examination of a City in Crisis. The Journal of Law in Society Detroit, MI*
- *The Romance of Theology in the Black Experience, Harper Press*

## **Social Justice & Equity Advocate**

Truth & Reconciliation Commission on Racial Inequality in Metro Detroit. Established the second Truth & Reconciliation Commission in the country. 2012

### **Conference Presenter:**

- US Social Forum, Cobo Hall Convention Center 2010
- Crisis and Opportunity in the Age of Obama, Kirwan Institute for the Study of Race & Ethnicity Columbus, Ohio 2010
- The Color of the City Presenter. University of Detroit Mercy
- Speaker for United Auto Workers Public Rally for Travon Martin (3000 in attendance)
- Center for Alternative Dispute Resolution Conference., Maryland 2009
- Milliken v. Bradley Reenactment Conference at Cooley Law School 2010
- African American Male Spirituality, 1991-2001
- Harvard University, School of Divinity. Panel discussion on Womanist Theology 2011
- International Students Summer Program, University of Detroit MI 2011
- Presbytery of Michigan, History of Race and segregation in Metro Detroit 2011
- Stand Against Racism Conference, YWCA Detroit, MI 2011
- Social Justice Conference, The History of Race & Segregation Hartford Memorial Baptist Church 2011, 2012
- Michigan Alliance Against Hate Crimes Conference 2012
- Generation of Promise. Presentation on the History of Detroit 2013
- Housing Conference. Kellogg Center. Lansing, MI 2013
- Equity Network Conference. Kellogg Center. Lansing MI 2013
- National Federation for Just Communities Conference The Detroit Experience 2013
- IHM Nuns. Anti-Racism Training & Presentation Monroe MI 2013
- University of Liggett, Presenter 2014
- Oakland County Community College 2014
- University of Ohio Race & Housing Athens, Ohio 2014
- Blue Cross Blue Shield of Michigan Presenter, We Don't Want Them 2014
- Payne Seminary. St. Paul Retreat Center Detroit, MI
- University of Detroit, Mercy The History & Impact of Black Preaching 2015
- Black Women in Leadership Panelist. Charles Wright Museum on African American History 2015
- Michigan History Conference
- Michigan Parks Leadership Retreat A Deeper Understanding of Diversity, Equity & Inclusion Mackinaw Island, MI 2019
- Albert Schweitzer Fellowship Cultural Humility – Health Authority Detroit, MI 2019, 2020, 2021
- Michigan State Police. Presentation to 2020 Cadet class on the African Americans relationship with police. 2020
- Michigan Recreation and Parks Association Presenter. A Deeper look at implicit bias & microaggressions 2020.

- Livonia Chamber of Commerce. Western Wayne Conference. Implicit Bias Livonia, MI 2019, 2021
- Association for Multicultural Organ Procurement Organizations Presentation on Health Disparities 2020
- Health Authority. Presenter Race, Culture, Myths, Bias & Identity 2021

**Conference Convener:**

African American Male Spirituality 1997 through 2001. A weeklong annual conference and revival series focusing on African American men and the family.

Milliken & Bradley Reenactment Conference in collaboration with Cooley Law School 2010

An Evening with... series: Featuring Dr. James Loewen (Sundown Towns Author) & Dr. Khalil Gibran Muhammad 2013

Racing & Housing Mock Trial in collaboration with Wayne State University's Law School 2014

Healing Stories Conference special lecturers included Grace Boggs and Dr. Jeremiah Wright, Jr International Leadership Conference 2008, 2009

Women in Leadership Conference A conference for lay women and women in the ministry. 2011, 2012, 2013

Ella Mitchell Women's Conference Co-Convener Atlanta, GA 2015

A Conference of Diversity, Equity & Inclusion: Equipping the Workplace for Transformational Change Sponsored by Michigan Roundtable for Diversity & Inclusion Marygrove College 2019

**Media/ Community/ Teaching:**

Hiding in Plain Sight: A documentary on Race & Spatial Segregation Advisory for film project and featured in the film trailer

Co-Host of Pause, Rewind, Stop & Play, a podcast that host great conversations with leaders, activist creatives and entrepreneurs about their personal and professional journey through the lens of stillness, reflections, endings and beginnings

Co-Host of "Black Coffee," a Podcast that focuses on the history and history makers of African Americans in Detroit, Michigan.

Java & Jazz Series Co-Sponsor 1999-2019

Initially aligned with her coffeehouses, the 19-year annual program in collaboration with the Detroit Public Library, and Comerica Bank hosted a 5 month series featuring local and national jazz artist free to the public. This series drew thousands of people annually to the event.

University of Detroit Race and Religion – Guest lecturer for the winter season in 2018

### **Non-Profit/ Faith**

Frederick G. Sampson Foundation a 501c3. The Foundation's mission focuses on theological education, social justice and community engagement. Established in 2001 the organization continues to make impact in significant ways within the faith community.

#### American Cancer Society – Prostate Cancer Spokesperson

Involved in a statewide marketing campaign for public education and awareness on prostate cancer. The father/daughter campaign mirrored the national campaign with Harry and Shari Belafonte.

The campaign was featured in television commercial, bus & billboard advertising, magazine and newspaper ads, brochures and special events.

#### Gift of Life Michigan Minority Organ Tissue Transplant Education Program.

Served as a board member, supports the educational programs and events, and established the Life Walk Café inclusive of publishing an electronic Healthy Cookbook.

The Frederick G Sampson Foundation has been a supporting sponsor of the annual Life Walk since 2002 and has received numerous recognitions.

### **Boards currently serving:**

- Board member of Detroit Public Television
- Board Chairman – Frederick G Sampson Foundation
- Board member - Fair Housing Center for Metro Detroit
- Immediate past Board Vice-Chairman – Board of Ethics, City of Detroit
- Board member – Ecumenical Theological Seminary
- Member Emeritus – Community Advisory Panel, Detroit Public Television

### **Memberships:**

- Alpha Kappa Alpha Sorority, Inc
- Michigan Diversity Council
- Hartford Memorial Baptist Church
- Lifetime member of NAACP
- Council on Governmental Ethics Laws (COGEL)

### **Awards & Honors:**

- Michigan Chronicle Woman of Excellence Award 2016
- Ecumenical Theological Seminary Spirit of Unity Award 2016
- Crain's Business Weekly Newspaper. Selected as one of the 40 under 40
- Crain's Young Business Person in Detroit to Watch
- Alabama A&M University Alumni Association, Detroit Renaissance Chapter- "Business Women of the Year"
- Gift of Life Transplantation Society of Michigan, Community Service Award
- National MOTTEP Volunteer Recognition Award

- Matrix Human Service, Certificate of Excellence
- Lydia Professional Christian Woman's Organization "Lydia Award" 2002
- MOTTEP Volunteer of the Year Award
- Who's Who Entrepreneur

### **Lifelong Learner**

Freda's educational background includes a Master of Fine Arts from the University of Michigan, a Bachelor of Arts in Communication from Tennessee State University, and an Associate of Arts Degree from Brooks School of Design in Long Beach, California.

Additionally, she has completed leadership programs including:

- New Detroit's Multicultural Leadership Program,
- Harvard University School of Divinity Leadership Program and
- Detroit Regional Chamber of Commerce Leadership Detroit, Class XXXIII.
- University of Michigan Worldviews Certification on Religion

### **Certification**

Intercultural Development Inventory (IDI) – Qualified Administrator 2016  
Certified Diversity Professional – CDP