



*“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)

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

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

### **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 MRDI where she managed multiple community initiatives that focusing on racial equity.

### **Entrepreneur**

Freda is an entrepreneur having owned and operated several coffeehouses in midtown Detroit. Currently, she owns three businesses:

- **Pause Detroit, LLC** – A Weekend Café and Intimate Facility Space specializing in food, art, and music (Projected Opening Spring 2021)
- **Vision Publishing, LLC** - A company focusing on multimedia projects including books, audio and video projects, and apparel.
- **Freda G. Sampson, LLC** – A consulting company on diversity, equity and inclusion

### **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.

### **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*.

**Published Co- Author:** Romance of Theology in the Black Experience Harper Press 1980

“Imported from Detroit: An Examination of a City in Crisis”. Sampson, F, Costello, T., Stevens, S., Squire, D. *The Journal of Law in Society* Wayne State University Law Journal Fall 2013:13-39

### **Social Justice & Equity Advocate**

Freda was also a part of the establishment of the Truth & Reconciliation Commission on Racial Inequality in Metro Detroit. At the time, it was the second Truth & Reconciliation Commission in the country.

Healing Stories Conference special lecturers included Grace Boggs and Dr. Jeremiah Wright, Jr

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

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

Freda is the president of the Frederick G. Sampson Foundation a 501c3. The Foundation's mission focuses on theological education, social justice and community engagement.

Convener of African American Male Spirituality, 1991-2001 A decade long revival and conference series that focused on the Black male and family.

Volunteer for Gift of Life Michigan Minority Organ Tissue Transplant Education Program.

Member of Hartford Memorial Baptist Church. Rev. Charles Cristian Adams, Pastor, Dr. Charles Gilchrist Adams Pastor Emeritus

### **Boards currently serving:**

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

### **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.

### **Certification**

Intercultural Development Inventory (IDI) – Qualified Administrator 2016  
Certified Diversity Professional – CDP 2020

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### **MY PASSION PROJECT**

My passion project is about elevating, articulating, and incorporating the power and relevance of the Black Church into the American narrative.

The collective history of this institution is deeply embedded into the story of African Americans, and to reveal the many hidden figures of spiritual and intellectual genius that informed the movements of justice in this country from 1619 to today.