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Nadine Spencer is the CEO of BrandEQ Group Inc., a global agency specializing in social change marketing, communications, and public relations. She holds an Honors Bachelor of Arts Degree in Political Science from York University. Spencer is a big picture visionary who has accelerated strategic growth and brand visibility for a diverse portfolio of clients. She also pioneered BrandEQ Black, BrandEQ's cultural sensitivity arm, whose goal is to work with Fortune 500 companies, banks, governments, and leading nonprofits to look at racial biases in advertising and marketing. Her coined "People Matter" strategy grabs attention, demands interaction, and generates long-term value for clients.

When she's not managing BrandEQ, Spencer is a public speaker, covering topics from business intelligence to diversity and inclusion. She has also participated in discussions with the White House on issues regarding anti-discrimination, and equality for women and girls of color.

Spencer currently serves as President/CEO of the Black Business and Professional Association (BBPA) and Director both on the York University Alumni Board and the Lifelong Leadership Institute Board. Recently acknowledged in the book *100 Accomplished Black Canadian Women*, Spencer has been the recipient of numerous awards including the Harry Jerome Business Award, The Dale Carnegie Highest Award in Public Speaking Award, the Brilliant Minded Woman Philanthropist Award, and the 2018 Women Worth Watching Award. Her passion lies in supporting the advancement of women's education and working to alleviate poverty. She is driven by the principal belief that everything is possible.