



**Email:** [nadine@brandeq.com](mailto:nadine@brandeq.com)  
**Social media:** @MsNadineSpencer

Nadine Spencer is the CEO of BrandEQ Group Inc., a global agency specializing in social change marketing, communications, and public relations. Ms. Spencer has accelerated strategic growth and brand visibility for a diverse client portfolio. She also pioneered BrandEQ Black, BrandEQ's cultural sensitivity arm, whose goal is to work with a variety of conscious organizations to look at racial biases in advertising and marketing. Her proprietary "People Matter" strategy grabs attention, demands interaction, and generates long-term value for clients.

In addition to her work at BrandEQ, Ms. Spencer serves as president and CEO (volunteer) of the Black Business and Professional Association (BBPA), which was founded in 1983. The BBPA is a charitable organization whose mission is to advance Canada's Black community by addressing equity and facilitating the delivery of programs that support business and professional excellence, higher education, and economic development.

Ms. Spencer is a public speaker, covering topics from business intelligence to diversity and inclusion. She also leads comprehensive training in racial equality, diversity, and unconscious biases to various groups and corporate entities. She has participated in discussions with the Obama White House on issues related to anti-discrimination and equality for women and girls of colour.

In recognition of her diverse accomplishments, Ms. Spencer has been acknowledged in the publication *100 Accomplished Black Canadian Women* and received numerous awards, including the Harry Jerome Business Award. A dedicated Black community champion, she has devoted her life to fighting discrimination, battling poverty, advancing women's education, and advocating for equality for women and girls of colour.

Holding a B.A. in political science honours from York University, Ms. Spencer serves on numerous boards, including the York University Alumni Board. She also serves on the Toronto Star community advisory panel, which is focused on improving coverage of racialized communities. As a member of this panel, Ms. Spencer works directly with Star journalists and editors to help develop policies and best practices that will lead to greater inclusion and representation of communities across Canada. She is also a member of the Junior League of Toronto's Diversity and Inclusion Committee and the City of Toronto's Economic and Culture Recovery Advisory Group.