

LaKesha Landers

Director, Financial Literacy, Clark Atlanta University

Professor, Department of Finance | Department of Management

Educator | Entrepreneur | Financial Literacy Leader

LaKesha Landers is the Director for the Office of Financial Literacy for the renowned Clark Atlanta University, and Professor in the School of Business, serving in both the Department of Management and the Department of Finance. In her role leading The Office of Financial Literacy, she designs and oversees initiatives that empower students, faculty, staff, and the surrounding community with the knowledge and tools to build lasting financial wellness.

In addition to her work on campus, she serves as Co-Chair of Universities and Colleges for *Money Smart Week of Georgia*, a nationally recognized campaign through the Federal Reserve Bank of Atlanta that helps consumers learn smarter ways to manage personal finances. She is proud to serve on the Advisory Board of Directors for *Young Authors Publishing*, a nonprofit that helps children in low-income communities write, publish, and earn income from their own children's books. She also serves on the Board for the *UNCF HBCU Wealth Building Initiative*, working to advance generational wealth within historically Black colleges and universities.

As an entrepreneur, she is committed to empowering communities and businesses for economic sustainability through a socioeconomic approach. Through her role at Clark Atlanta University, she has developed and modeled signature programs such as the *Financial Literacy Peer Counselor Program*, where students gain real-world work experience, develop technical and soft skills, and build business acumen while helping their peers improve their financial knowledge. She leads signature events including the *Annual FinLit, Innovation, and Technology Conference*, *FinCare Days*, and *Mapping Your Future*, as well as many financial education workshops and professional development sessions.

LaKesha's work has been recognized nationally and globally, including an appearance as an HBCU guest speaker at the White House Financial Summit in Washington, D.C., where she shared best practices for advancing financial literacy in higher education. She has also been a featured speaker at the *Hope Global Forum – Financial Inclusion*, appeared as a guest expert speaker on *Twitch-SpanME Channel* alongside Ross MacDonald (*Maconomics*), Anu Schultz (CEO of Ahead), and Adam Sosnick, Welcome Funds Inc. LaKesha served as a moderator and panelist at conferences and summits across the country. In 2023, she was a guest speaker for the *UNCF Unite Summit for Black Higher Education* and has been recognized with a proclamation from the Atlanta City Council for her leadership and contributions to financial empowerment. Her expertise and advocacy have also been featured in media outlets such as *YBE Magazine's PowHER Edition*, *The Awkward Girl Podcast*, *WCLK Jazz*, and *WYCE Gospel Radio*.

With over 15 years of leadership in higher education and financial services, LaKesha brings expertise in creating development opportunities, strengthening community partnerships, and enhancing business growth. LaKesha is a bi-coastal and global speaker, honored and nominated for numerous awards, and deeply committed to engaging with financial professionals, nonprofits, and community leaders to strengthen financial wellness, entrepreneurship, and family wealth.

Above all, she is a devoted mother to children, who are truly her lifeline and greatest source of inspiration.