

# ALICA BROWN

VICE PRESIDENT OF PHILANTHROPY AND  
COMMUNICATIONS

Alica Brown leads the charge of philanthropic and marketing solutions as the Vice President of Philanthropy and Communications at the Urban League of Broward County. She works jointly with the CEO and Board of Directors to increase funding through cultivation, stewardship, and special events that broaden the agencies brand. Alica is a key leadership team member at the Urban League, driving strategic vision and direction in the areas of fundraising, communications, and branding. Alica has advanced her career at the Urban League, serving in several marketing and development roles since 2008.

With nearly ten years of marketing and communications experience, she has built a lasting career by dedicating her time and talents to helping small businesses, faith-based organizations, and nonprofits develop target branding for optimal results. Embracing creativity and innovation, she has led all phases of strategic and tactical event planning at the Urban League since 2011, generating long-term stakeholders, a reputable image and over \$1 million in sponsorship. Alica passionately supports women's empowerment, education, and technology. Her passions have inspired her to successfully launch and sustain an independent graphic design firm, lending her expertise to other developing companies. Alica holds a bachelor's degree in marketing from the University of Central Florida and an MBA from Nova Southeastern University. Alica is a recent graduate of Leadership Broward Class XXIV, and enjoys serving in a variety of positions with non-profit, community and educational organizations including the Historic Sistrunk Community Council, the Small Business Week Planning Committee and Youth Leadership Broward. In her leisure time, Alica is an avid traveler and a lover of arts and culture. She continues to blaze an astonishing trail for her generation with her demonstration of commitment, innovation, and vision.