

Dr. Raedene Copeland

Authentic, Brave, Compassionate



Speaker | Coach | Host

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Bio for

Dr. Raedene Copeland

SPEAKER | COACH | HOST

Dr. Raedene Copeland uses her intellectual grit, dynamic approach to strategizing solutions, and witty sense of humor to simplify professional and business challenges for clients globally. Her expertise in appearance and culture informs her strategies for success and invaluable understanding of the socio-economic implications of one's appearance and behavior in a global society.

Her education and professional experience underscore the importance of transformational leadership, research-based solutions, and a synergistic approach to ensuring that individuals' strengths and talents are optimized to achieve organizational goals.

She believes any individual and team can be inspired to be their best through continuous improvement and effective management strategies. Having acclimatized to the US from Trinidad, she understands first-hand the opportunities, challenges, and rewards of embracing change.

Dr. Copeland earned her bachelor's in Business Management and Master's in Business Administration from North Carolina Central University. She received her Ph.D. in Consumer, Apparel, and Retail Studies from The University of North Carolina at Greensboro. She has held roles as a tenured professor, chair of the diversity committee, faculty chair, and assistant provost/chief of staff for faculty development for over a decade in higher ed. Dr. Copeland has also consulted clients globally as a brand strategist since 2016. When she's not streamlining processes, she loves singing, baking tasty treats, and hacking new skills.

"Developing Leaders Who Leave an Indelible Global Footprint."

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The Dr. Copeland Experience



Dr. Copeland is a passionate and charismatic speaker. She will not only move your heart but also sparks you to take an action to make positive changes toward your next goal.

DR. JAEIL LEE



"Raedene enters the room with pizzazz and poise, and her confidence, energy, and joy are contagious. She is a gifted and effective communicator and an engaging speaker. When she speaks, people listen—and they want to."

Dr. John Hossler



Dr. Raedene Copeland speaks and coaches on resilience, justice, and liberation. Her leadership, lectures, and original materials are what you and your organization needs to make a difference in the world. Inviting her work in your world is a "game changer."

**STEPHEN MICHAEL NEWBY, DMA
PEACHTREE PRESBYTERIAN CHURCH**



Dr. Copeland delivered three thoughtful and motivating messages over the course of our two-day conference. I was especially impressed with how well she knows and understands this emerging generation. We are indeed thankful for the opportunity to work with Dr. Copeland.

**JOHN FRANKLIN, PROGRAM DIRECTOR
MJ MURDOCK CHARITABLE TRUST**

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Dr. Raedene Copeland

Speaker | Coach | Host



Dr. Copeland uses her expertise in appearance and culture to develop leaders and help organizations achieve strategic goals. She coaches organizations and leaders on delivering impact by establishing strong footing and communicating distinctive brands.

Leadership Speaking Series



Heels of Ambition:

- Navigating the Politics of Leadership



Shoe In:

- Earning a Seat at the Table



Stepping into the Spotlight:

- Making Your Mark



Leading from the Sole:

- Being Grounded in You

Testimonial

Dr. Copeland is an experienced and highly engaging speaker, who can connect with a wide range of audiences. She is deeply substantive, knowledgeable, and charismatic, and makes great use of humor and personal examples. Her events bring attendees to the next level of learning and professional growth!

Dr. Margaret Shenk

Get in Touch

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Leadership Speaker Topics



Heels of Ambition:

Your feet transport you to your next exciting professional pursuit. However, your heels stabilize you to stand tall and assertive as you climb that unpredictable corporate ladder.



Shoe In:

A strong first impression is key to professional advancement. To earn a seat at the table, you must strategically promote and position you, your ideas, and your value to the team.



Stepping Into the Spotlight:

Climbing the ladder demands that you lead and be seen. You must polish your verbal and non-verbal script to be ready for the big stage.



Leading From the Sole:

The soles of your feet keep you grounded. To be a transformational leader you must model connection, competency, and courage.

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DR. RAEDENE COPELAND

Speaker | Coach | Host



Dr. Copeland uses powerful storytelling to highlight the lessons we can learn about strategy and success by exploring the twists and turns inherent in the immigrant experience. Combining her expertise in appearance and culture with personal anecdotes, Dr. Copeland will lead you on an inspirational journey revealing how to defy your odds.

Global Engagement Speaking Series

Topics:



TO BE OR NOT TO BE:

Negotiating Your Identity



THE POWER OF YOU:

The Value of Your Story



VALUE OF MENTORS:

The Unsung Heroes



NATURAL-(I)-ZATION:

Cementing Your Contribution

Get In Touch

Global Engagement Speaker Topics



To Be or Not to Be:

Progress requires you to navigate various socio-cultural contexts to succeed. Thus, you may feel pressured to code switch and negotiate your identity. Is this the only way to play the game?



The Power of You:

There is only one you! For you to fulfill your potential, you must embrace the value of your unique lived experiences.



Value of Mentors:

Success requires a supporting cast. All success stories come with closing credits that list the mentors and sponsors who contributed to the rise of these game changers.



Natural-(I)-zation:

The adage “let your work speak for itself” has left some people lagging in life and career. It is imperative to your success to understand and make known the value of you.

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Popular Workshop Series

Regular and Laser Focused



Your Branded Story

Diversity in a Season of Transition

Defy the Odds: Unleash the Power of You

Brandawed: Developing a Distinctive You

Empowering Diverse Voices in the Age of Advocacy

Purposeful(I) You: Discerning Your Vocation and Calling

The Global Experience: Acculturating to a Foreign Culture

Mastering Presentation Skills: The Art of Confident Communication

Navigating Disruption in Times of Crisis: Equity and Social Justice in HE

Woman is Boss: Do You Know What Your Dress Says or Doesn't Say About You?

Dr. Copeland is exceptional at planning and implementing rigorous, engaging workshops. She creates a vision for quality results and works tirelessly to achieve them. Her strong attention to even small details creates a highly professional, polished product.

Dr. Margaret Brown

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Career Highlights



PROFESSIONAL ACHIEVEMENTS:

Leadership Award, Seattle Pacific University

Emerging New Leaders, AAFCS

Inaugural 40 under 40 Award, North Carolina Central University

New Horizons Ministries, Chairperson of Board

Emerging Leaders of Color, Multi-Ethnic Leadership Development Institute (M-E LDI)

ACADEMIC HIGHLIGHTS:

Doctor of Philosophy (Ph.D.) in Consumer, Apparel, and Retail Studies
University of North Carolina at Greensboro, Greensboro, NC

Master of Business Administration (MBA)
North Carolina Central University, Durham, NC

Bachelor of Science in Business Management
North Carolina Central University, Durham, NC

Change Management Certified
PROSCI, Inc.

SELECTED EVENTS HOSTED:

Future of Work,
SPU's Day of Common Learning Event with Democratic Presidential Candidate Andrew Yang.

Unbreakable: Unifying Principles of Long-Lasting Communities,
SPU's Day of Common Learning with Dr. Monica Coleman

SELECTED PUBLICATIONS:

Copeland, R & Hodges, N. N. (2014). Exploring masquerade dress at Trinidad carnival dress: Bikini, beads and feathers and the emergence of the popular pretty mas. *Clothing and Textiles Research Journal*, 32(3), 186-201.

Sawers, K., Wicks, D., Mvududu, N., Seeley, L., & **Copeland, R.** (2016). What Drives Student Engagement: Is it Learning Space, Instructor Behavior, or Teaching Philosophy? *Journal of Learning Spaces*, 5(2), 26-38

Watchravesringkan, K., Karpova, E., Hodges, N.N., **Copeland, R.** (2010). The competitive position of Thailand's apparel industry: Challenges and opportunities for globalization. *Journal of Fashion Marketing and Management*, 14(4), 576-597.

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Introducing Dr. Raedene Copeland

I can think of few communities that are more difficult to unite and motivate than academics. The egos! The opinions! The demands of teaching! The demands of scholarship! It takes a person of rare gifts to bring them out of their offices, unite them, and inspire them.

Dr. Raedene Copeland is uniquely gifted in rallying people — even stubborn introverts like me — to wake up, work together, and find a sense of purpose in community and cooperation. I have not had the privilege of learning from her as a student in her courses on apparel design and merchandising, but I have been mightily impressed with her leadership among her peers. At Seattle Pacific University, Dr. Copeland has shown that academics can be beacons of positivity and teamwork without surrendering their standards of academic excellence.

In her time at SPU, while shouldering the same burdens of teaching and scholarship that all faculty share, Dr. Copeland developed a user-friendly website full of resources to help us do our jobs better. What's more, she has taken routine events on the academic calendar and transformed them into memorable and exciting activities — such as the annual Faculty Retreat that is the prologue to our academic year. Under her direction, the Faculty Retreat gave academics across myriad disciplines full days of engagement that provided a stronger sense of community and purpose. I've come to think of her as the turbo-powered engine that somehow draws hundreds of faculty boxcars along a challenging track, so that we make progress with momentum.

And when Dr. Copeland steps up to the microphone, we put on our seatbelts — we know we're about to receive an infusion of energy and motivation. I'm not talking about the "motivational speaker" superficiality that is so often presented as "school spirit." I'm talking about someone who believes what she says, an example of character and conviction. Dr. Copeland has helped us believe in the uniqueness of our University's vision, and she has reminded us of what is possible when we commit to a common vision for a greater good. She moderated panel discussions with expertise, efficiency, and grace. What's more, she has emceed Q-and-A sessions with cleverness and creativity, which can be a challenge in communities of academics prone to speechifying.

And through it all, Dr. Copeland always responds to anyone who approaches her with a radiant spirit of welcome, delight, and humor.

Wherever she goes, Dr. Raedene Copeland is going to inspire and bless people — by example (her heart is equal to her intellect), and by her ministry of encouragement. She has been both the caffeine that I needed at early morning meetings and the fuel for my ongoing belief in what a community can accomplish.

Jeffrey Overstreet

Assistant Professor of English and Writing
Seattle Pacific University

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Book Dr. Copeland

SPEAKER RATE SHEET

VIRTUAL KEYNOTE	\$5,500 - \$15,000
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IN PERSON KEYNOTE	\$6,500 - \$25,000
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WORKSHOP	\$4,500 & Up
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VIRTUAL WORKSHOP	\$3,500 & Up
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EVENT HOST	\$5,000 & Up
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Rates vary based on size and scope of event. Travel expenses are not included.



Book Me!

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