



Dr. Drake is a recognized global leader scholar, researcher, author, corporate executive, and entrepreneurial thinker, having lived or worked in over 60 countries serving as a corporate executive, entrepreneur, respected member of the academe. In each of his roles Dr. Drake has demonstrated a history of possessing the requisite skills and competencies to create a clear vision and strategic direction for not only domestic and international enterprises, but also academic institutions, Non-Governmental Organizations, and non-profit organizations. Over a 40-year career, Dr. Drake is well regarded as a visionary strategist, compassionate and decisive leader, and someone who understand how to effectuate change and transition within organizations.

SELECTED ACCOMPLISHMENTS

- As Dean, led the reaffirmation and ACBSP accreditation and launch of a uniquely positioned STEM related MBA program in the College of Business and Entrepreneurship
- As Interim President Improved retention rate at Bethune-Cookman University from Fall 2022-2023 by 40%
- Launched the first-time partnership with NASCAR which included internships, Motorsports learning lab, and a 5-year, \$100K scholarship program.
- Re-designed LEADership, Education and Development's operating and partnership model that has extended its reach beyond high school and is re-positioned as a life-long learning organization to better serve the needs its over 30, 000 participants.
- Successfully led the creation of a revised operating model for the Nigeria, Equatorial Africa Division of the Coca-Cola Company which consisted of 15 West African Countries and part of the corporation's \$4B Africa beverage enterprise.

Lawrence M Drake II, Ph.D.

**INTERIM PRESIDENT & DEAN, COLLEGE
OF BUSINESS AND ENTREPRENEURSHIP
BETHUNE-COOKMAN UNIVERSITY
DAYTONA BEACH, FL | 2021-PRESENT**

WORK EXPERIENCE HIGHLIGHTS

LEADERSHIP, EDUCATION, AND DEVELOPMENT

Atlanta, GA

President/CEO | 2013-present

THE EXECUTIVE LEADERSHIP COUNCIL

Washington, DC

Interim President/CEO | 2010-2011

THE COCA-COLA COMPANY

Atlanta, GA

Division President/CEO, Coca-Cola Africa | 1979-2007

EDUCATION

FIELDING UNIVERSITY

Ph.D. Psychology

M.A. Education

ROCKHURST UNIVERSITY

M.B.A. (Executive Fellow)

GEORGIA STATE UNIVERSITY

B.S. Sociology

FISK UNIVERSITY

B.A. Elective Studies

SELECTED PRESENTATIONS/PUBLICATIONS

TEDx Whiting (July 2022). "A Meaningful Life"/ Lawrence M Drake PhD. Available on [YouTube](#).

Economist Magazine; "West African Summit." London School of Economics, London, England (2003). The African Diaspora and The Continents Future.

Drake, L (2019). Color Him Father, Brown Girls Books, Houston TX.

Digital Literacy and The Achievement Gap. Fielding Graduate University, (2011).

"The Color of Success," Black Enterprise Magazine (2010).





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COVER LETTER

To Whom It May Concern:

Devoting one's energy to finding solutions to critical matters that affect the quality of a global organization's progress and success, researching and writing about the intersection between cognitive science, applied psychology and media innovation and through study and practice, developing a keen sense of awareness of the relationship between 21st century skills and competency based learning for diverse communities, taken together offer a high-level description of how I've spent the last four decades of my life.

Whether it be in the C-suite as a corporate chief executive, board chair of an entrepreneurial venture, the President/CEO of a University, and an education access non-profit, scholar/researcher, or the work that I do with passion for a variety of faith-based organizations, I have endeavored to align my career to my sincere desire to live a life that has meaning and purpose. However, despite both the joy and satisfaction that these pursuits afford, after becoming aware that the top leadership position at NSHE was coming available, I felt compelled to submit my credentials for consideration.

There are challenges a university system like NSHE faces, which most likely include but are not limited to: contemplating the future vision, the university system's value proposition, institutional sustainability, new revenue sources, faculty development, differentiated learning models, a long-term campus/infrastructure wide master plan, and most importantly leadership of this resilient institution, there can be little doubt that the answers to these and other questions are complex and cannot be solved easily.

However, I believe there could be significant advantage in viewing these challenges as opportunities to learn, explore, plan, and invest appropriately. Addressing these and other opportunities must be part of a critical list of considerations, each must be addressed as part of a much larger, thoughtful strategic agenda that involves a thorough review of the mission of NSHE and its near-term and long-term focus. This review should hopefully lead to a more uniquely defined future for the institution which is derived in part through a deliberate process of uninhibited thinking and a desire by all of the key stakeholders; the Board of Regents, the legislative body, college and university presidents, business and industry, faculty and staff, K-12 community, and of course the Chancellor, both individually and collectively view this academic enterprise's future "differently" in large part by working together "differently."

The kind of work that will need to be done by the new Chancellor of NSHE and the transformative effort required, are very personal for me, not only because of my b e l i e f i n generational learning, but also because it strikes at the heart of both my interests and my passion which as I mentioned earlier lie in leading with purpose. Building a technically and culturally competent cadre of committed people, using well-executed processes, are all important anchors to developing a purposeful leadership framework each of which appear critical to higher education's sustainability throughout Nevada and in fact our nation.

There are numerous examples in my CV where I have been challenged with returning an organization back to strength when it faced significant challenges some of which resemble NSHE's current circumstances. Whether it be moving KFC (a then PepsiCo owned division) from the worst performing operating group to best in service and profitability, to helping The Coca-Cola Africa Foundation build relationships with USAID that provide human and financial support for major health initiatives in Africa, building a cable television network capable of voice, data, and video,

while driving a business strategy that raised \$500M, or leading the Executive Leadership Council, an organization comprised of the top African-American/Black executives while raising \$4.7M for its programing initiatives or leading a legacy university such as Bethune-Cookman University, each of these challenges/opportunities required



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strong and thoughtful leadership and design assumptions that could inform a strategy that were both actionable and achievable.

It is in fact my most recent role as Interim President of Bethune-Cookman University that has shined a light on the future of possibilities and connects me to NSHE's current situational analysis. Constant changes in leadership, the need to prepare the groundwork for undertaking a strategic fundraising/investment campaign, being intentional about building sustainable partnerships with both corporations, high ranking colleges and universities around the world, sound fiscal policy, while striving to address higher education access that prepares and nurtures a generation of diverse learners for the 21st century, mirrors my current reality. During this journey though, I've also had the privilege of observing first-hand what can happen when learning experiences become transformative. Further, it is the results of what an organization has accomplished, the way it has done so, and the need to understand and explore the possibilities of what can be done despite the uncertainties, is what continues to fuel my excitement and enthusiasm for this kind of work.

While NSHE has been successful, the next level leader will be required to explore, discover, and implement new frameworks that coincide with the understanding of who is this powerful academic enterprise now, and who does it desire to be in the future, what must happen now, next and beyond the foreseeable future. We are "operating in a knowledge economy." It will be important for the next Chancellor to (a) capitalize on the evolution of technology, (b) account for America's changing demographics and its impact on Nevada and the nations' future, (c) explore how NSHE institutions can best compete for student talent in an era of new learning platforms, and (d) establish and nurture relationships that lead to new and different revenue sources. Each of these elements would likely be part of a larger strategy that would culminate in insuring that NSHE institutional graduates not only leave their respective institutions with a degree and or credential, but also possess the requisite 21st century skills that insure they can excel in the careers of "their" choosing, all the while contributing to growth and economic development throughout the state, nation and around the world.

Considering all that we know and all we have yet to discover, I believe I can lead "differently" with a 21st century focus, while maintaining the spirit and traditions that are "uniquely" Nevada. It is therefore with both humility and enthusiasm that I respectfully submit my name as a candidate for the Chancellor of NSHE.

Respectfully,

Lawrence M Drake II, PhD, MBA, MS, ACC

PHILOSOPHY STATEMENTS

I. Leadership

As a psychologist and having served as an executive coach, and business executive for over 35 years, I have found this term to often overused and, in many instances, underapplied. For me leadership it is described as a set of behaviors that are unique to the moment or situation, motivational and often inspirational, directional, and most of all decisive. With that as context, organizations and people often decide if someone is a good or poor leader by the organization's results where they occupy a "leadership" role, and as such logic would hold that if the results are good, they must be a good leader. Put another way; "Post hoc ergo propter hoc" a Latin phrase that posits "since event Y followed event X, then Y must have been caused by event X." Because Dr. Drake is in the leadership role and organization has achieved positive results, it must be because of Dr. Drake's leadership. We all know



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that is not that simple and is not always the case, since there are realistically many variables can and do influence outcomes. However, I do firmly believe that people continuously evolve and so do their leadership behaviors. People can and do refine their leadership behaviors which I've witnessed first-hand. What I can also say, is that despite the many leadership moments, or situations that I've had the opportunity to demonstrate leadership, I've gotten right, and I've gotten wrong, which not only keeps me humble and in search of that better version, but also makes crystal clear that I'm still "becoming" the leader I want to be.

II. Management

I have often shared with colleagues that the title of "manager" when it comes to people was always perplexing to me. People don't need to you to manage them, they manage themselves. They do a great deal without someone telling what to do. What people do need however, is an effective process that when followed allows them to complete the task or goal appropriately and efficiently. In my view an effective chief executive can should develop a process and cadence of what to manage and how to manage, when to manage it and how to measure efficiency and effectiveness. That includes resources of all kinds including relationships. In my experience one of the immediate tasks of those in leadership roles is to determine what are the priorities. In an organization like NSHE not unlike others, the Chancellor will need to understand and balance the priorities of all stakeholder groups that are important to the enterprise which at times will be competing while at the same time determine how to build a consensus around a few of the "most" important priorities and then manage the on-going process of evaluating progress appropriately. Additionally, sometime the most difficult management task of the Chief Executive is knowing when and how to "pivot" the process when the priorities change.

III. Education

Education in America has evolved in some ways and not much in others. While in the early days of schools before the first and second industrial revolution access to learning opportunity depended in large part on the region of the country with other variables such as race, gender and social class serving as other determinants. Despite the foundations of the public-school model that began in the 1800's which aligned around three governing principles (1) that public education should free and supported by taxes, (2) that teachers should receive training and (3) children should be required to attend school, variables such as race, gender, and socioeconomic status also impacted how these governing principles were applied. That was then and this is now. Unfortunately, while the governing rules of public education may still be in place, the impact of and often dwindling tax base in both lower income urban and rural communities, teacher capability and capacity, the charter and private school movement, K-12 instructional design and US birth rates and resultant demographics are affecting the concept that I call pipeline, preparation, and readiness. We must make dramatic efforts to change the learning trajectory of our nation obviously including Nevada and the region. We are now in a "Knowledge Economy". The impact of data, information processing, and our ability to absorb, learn and put into practice is challenged like never before. The level of partnership, learning innovation and investment must accelerate for our nation to compete against other developed and developing economies. There is no time like the present.



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IV. Diversity, Equity, and Inclusion

These three words have so much importance in how we treat each other in our society, yet, they have become lightning rods. They ignite a passion within the “culture wars” that I yet to comprehend. How do you effectively argue that we shouldn’t make everyone feel welcome or ensure that equity is not the same as equal, that the application of the word equity is more powerful because it suggests everyone can experience fairness regardless, of what they look like, where they live, what they earn or how they define themselves? The reality is many do argue that these words are proxy for words of days gone by like “affirmative action” or DEI methodology favors giving special treatment to certain people or certain groups. Societies since that beginning of time have had caste systems. However, if we consider every human an asset, one that can and would contribute to our nation’s growth the concept might be easier to grasp... Maybe! For someone who was homeless at the age of 16 living on the street, I guess my view may be different from others. I firmly believe that every human being that God created regardless of their station has “value”. In my humble opinion, it’s time we acted like it!

CURRICULUM VITAE

EDUCATION

- B.A. Elective Studies, Fisk University
- B.S. Sociology, Georgia State University
- M.B.A. (Executive Fellow) Rockhurst University
- M.S. Psychology, Fielding Graduate University
- Ph.D. Psychology, Fielding Graduate University
- ACC: Certified Executive Coach, International Coach Federation
- English Proficiency

PROFESSIONAL EXPERIENCE

INTERIM PRESIDENT BETHUNE-COOKMAN UNIVERSITY (2022-Present):

Reporting to the Bethune Cookman University- BCU Board of Trustees, the President is the Chief Executive of the University and has ultimate responsibility for and exercises appropriate control over the institution’s educational, administrative, fiscal programs and services. BCU is in Daytona Beach Florida, with approximately 2900 students and is affiliated with the Methodist Church and ranks among the most affordable private universities in Florida and ranks #18th in social mobility among all small liberal arts universities by US News and World Report. Founded in 1904 and only one of two universities in the world founded by a Black Woman, Dr. Mary McLeod Bethune was a world renown educator, pioneer and activist. In July 2022, a statue celebrating Dr. Bethune patriotism and accomplishments, was unveiled in the U.S. Capitol’s Statuary Hall representing the state of Florida, making her the first Black person selected by a state to be so enshrined.

Selected Accomplishments:

- Improved retention rate from Fall 2022-Spring 2023 by 40%.
- Launched the university’s first certificate credential program to complement the Master of Science in Organizational Leadership degree program.
- Accelerated the construction and opening of the second largest campus hall mitigating a housing shortage in the wake of welcoming the largest freshman class in over a decade (980 undergraduates).
- Launched the first-time partnership with NASCAR which included internships, Motorsports. Learning lab, and \$100K scholarship program.
- Instituted a process to remove soft dollars for the first time in 7 years and delivered a balanced budget in just 9 months and secured over \$1M in new funds through both alumni giving, and new donors.
- Managed two unforeseen violent hurricane events (Ian, Nicole) becoming the first university to announce and evacuation and \$6M in damage, managed clean-up operations and returned students, faculty, and staff to



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campus in 17 days after Ian through our strategic “Countdown to Comeback” restoration crisis plan.

- Led the selection of the strategic planning external partner and in collaboration with the university’s BOT named and launched Re-Imagining B-CU, Now, Next and Beyond Strategic Planning Process.
- Successfully navigated the internal/external impact of three shooting incidents involving B-CU students.
- Led the University through a major public relations event/crisis in a manner that minimized the negative impact on student applications for Fall FY23-24 (15K apps FY23-24 vs 11K apps FY21-22).
- Significantly improved the university’s research capability, directly recruited, and hired a celebrated Dean from an R1 institution to become Dean, College of Science, Engineering and Math and will also serve as the Associate Provost for Sponsored Research. I also filled the roles of Vice President/Chief Financial Officer, Chief Information Officer, and Executive Director of Facilities and Technology Integration. I was able to fill all of these key positions within 9 months in the position.
- Led the re-activation of partnership and leadership summits with Disney, Gordon Food Service, NASCAR, Volusia County Schools, Babson College, and J.P Morgan Chase.

DEAN, BETHUNE-COOKMAN UNIVERSITY, COLLEGE OF BUSINESS AND ENTREPRENEURSHIP (2021-2022)

Reporting to the Senior Vice President and Provost, the Dean is the academic and operating leader of the college and steward of its mission, vision, values, and student success. The College of Business and Entrepreneurship – CBE is the second largest College in the University and is on target to produce the highest number of graduates. With a focus on the “future of work” and after extensive market study and conversations with industry partners, CBE is transitioning to a single core degree, B.A.in Business Administration, with intentions to ultimately offer 13 different distinct concentrations that will include but are not limited to; Cyber Security, Accounting/Finance, Commercial Real Estate, Data Analytics, Human Capital Management, Entrepreneurship and Applied Leadership, and Hospitality Management Systems.

Selected Accomplishments:

- Led the effort to successfully gain approval from SACSCOC to re-activate the MBA program.
- Created and co-designed the curriculum for the unique MBSAT degree (M.S. in Business, Science, Artificial Intelligence and Technology).
- Led and received the ACBSP reaffirmation for 5 additional years.
- Collaborated with faculty and staff to sunset colleges Hospitality Management degree program and restructured its design and course offerings.
- Restructured the college’s departmental and degree structure that formally offered degrees in Business Administration, Accounting, Information Technology, and Hospitality Management as well master’s degree program in Organizational Leadership. CBE now offers a core degree in Business Administration, but now offers 13 concentrations in areas such as Finance/Accounting, Hospitality Management Systems, Cybersecurity, Commercial Real Estate, and Entrepreneurship, as well several new graduate offerings including an MBA and a unique degree the MBSAT (master’s in business science Artificial Intelligence and Technology).
- Launched a unique Global Solutions Model that emphasizes learning context “what a student learns” and the learning process “how a student learns” ensuing that each student’s learning experience is experiential and can be measured using a system thinking rubric rather just a traditional approach.

PRESIDENT/CEO, LEADERSHIP, EDUCATION AND DEVELOPMENT (2013-PRESENT)

Reporting to the Board of Directors, the President and Chief Executive Officer is the primary executive responsible for the day-to-day operations of this 501c3 educational outreach organization LEADership, Education and Development is committed to developing generations of life-long learners with the capacity to contribute to humankind, equipped to “think differently about how they learn, where they learn, and relevancy and application of what they learn.” LEAD began in 1980 in collaboration with the organization “A Better Chance,” University of Pennsylvania’s Wharton School of Business, and Johnson and Johnson. The program was designed to attract



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Rising high school seniors who demonstrated the potential for college. Since its inception the program boasts a 99.7% college graduation rate of those who participate in the Program. University partners include but are limited to: Stanford University, University of Pennsylvania (Wharton), Dartmouth, Northwestern University (Kellogg), Duke University (Fuqua), Massachusetts Institute of Technology, Harvard, Howard University, Fisk University, Cornell University, University of Cape Town (South Africa), and Bethune-Cookman University.

Selected Accomplishments:

- Independently raised over \$20M since becoming President/ CEO erasing a significant financial deficit and currently operates with a financial reserve but is now debt-free.
- Re-designed both its operating and partnership model that has expanded the organizations reach beyond high school and extends for a lifetime which has grown our participants to over 30,000 at over 30 colleges universities or corporations.
- Established the “LEAD in Motion” where the instructional model is rooted in the concept of Pipeline, Preparation and Readiness which informs our program model at each learning stage, high school, college/apprenticeship, Graduate School, and into Career.
- Launched the “JumpStart” brand initially with a pilot program of 41 selected high school seniors who participated in a co-educational learning experience that is taught by industry experts and LEAD internal faculty. The pilot program partner was Morgan Stanley. MS/JumpStart has grown into a fully funded program with over \$1.5M investment, not including internships and full -time employment after a participants college graduation. In addition to the financial services industry JumpStart has now been extended to companies in the commercial real estate sector as well.

CHAIRMAN/CEO, HOPE360 INC, (2007-Present)

The Chairman and Chief Executive Officer serves as the lead Director of the Board and is also responsible for overall strategy, sales operations, and day to day operations of this twenty-three-year-old For-Profit Professional Services Company. As CEO, I lead a team of experienced and trained executive coaches, psychologists, organizational design and leadership trainers that specialize in organizational effectiveness, C-Suite leadership services, strategy development, utilizing psychometric tools, techniques, and leadership development frameworks that supports a client base of Fortune 1000 companies, selected non-profits, whose revenue range from \$5M to \$50B. Clients include but are not limited to: PenFed Financial Services, British Petroleum, Cerner corporation, CSX, Norfolk State University Foundation, Altria, Thermo-Fisher, McCormick, and Nike.

Selected Accomplishments:

- Provided advisory services, executive coaching and facilitation for a \$32B financial services firm that included executive coaching to the organizations Chief Executive, members of the executive team, and 55 of their midlevel leaders as the organization transitioned from geographically limited financial services organization toward its projected revenue growth target of \$75B.
- Designed a progressive training and development coaching program for large midwestern city’s transit authority. Over a two-year period, all transit leaders, transit drivers and staff personnel were engaged in exercises that improved transit metrics including but not limited to customer satisfaction, absenteeism, and team leadership. The program yielded a 20% improvement in customer satisfaction scores as well as significant improvement in employee engagement.
- Co-developed a first-generation leadership development program with NASA engineers to engage them in both dialogue and practice of developing new generation engineers entering NASA’s management ranks for the first time. This unique introduction to leadership practice offered modules in leadership, emotional intelligence and case study simulations that had not been used before by the group of long-term NASA senior scientist and engineers. Interim President/ CEO, The Executive Leadership Council, (2010-2011) Founded over 35 years ago the Executive Leadership Council (ELC) is the preeminent member organization for the development of Global Black leaders whose roster includes, Ken Chenault, Former CEO American Express,



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Thasunda Duckett, President/ CEO TIAA, Marvin Ellison, President/CEO Lowes Companies, James Reynolds, Chairman and Chief Executive Loop Capital.

Selected Accomplishments:

- Transitioned from Board member to Interim CEO to lead the organizations membership day to day operations which consist of 800+ corporate, non-profit, and entrepreneurial executives.
- Successfully led the effort to raise and finalize a \$4.7M fundraising effort to continue the sustainability of the organization and fund its member outreach, educational and scholarship programming. President/CEO, Haven Media Group (2007-2009), Reporting to a seven-member Board of Directors chaired by the President of venture firm Syndicated Communications, Inc.
- Reset this digital music portfolio company's vision and long-term strategy.
- Re-designed the branding and operating model allowing the firm to sign artist such as: Maysa, Howard Hewitt, Denise Williams, Fourplay and producers such as Harvey Mason Jr.

DIVISION PRESIDENT/CEO, (COCA-COLA AFRICA) THE COCA-COLA COMPANY, (1979-2007)

During a 21-year career beginning in 1980, holding numerous positions of increased responsibility throughout the United States and abroad for this Fortune 500 franchised beverage and consumer products company. This 137+ year old company operates in over 200 countries each day with over 700,000 individuals employed by the Coca-Cola Company and over 225+ bottling partners.

Selected Accomplishments:

- Successfully led the creation and operating model for the Nigeria and Equatorial Africa Division of the Coca-Cola Company as part of this \$4B enterprise which consisted of 15 West African countries responsible for the company's operating effectiveness, financial performance, and franchise relationships. Formation of the model included partnerships that included ownership groups across Africa, Greece, Europe, and the US.
- Negotiated and launched the first joint venture cooperative between Ghanaian and Nigerian farmers to grow fresh fruit for the company's fruit base for use in the continent's juice product portfolio. This resulted in a 15-20% lower cost structure which delivered higher margin juice products in a very competitive local marketplace. Sales velocity also enabled the company to gain category leadership in both Nigeria and Ghana. Nigeria became the most profitable juice products sold by the company on the continent of Africa.
- Introduced and expanded both the package and brand portfolio for water and carbonated soft drinks that improved sales volume by 6% in consecutive years.
- Hired the first and youngest African woman as General Counsel of an Operating Division across the entirety of the Coca-Cola Company.
- Promoted eight times, relocating over 20 times between 1980-2007. Numerous positions included but are not limited to Managing Director, The Africa Group, Director, US, Northeastern Account Group, Region Vice President, US Operations, Midwest, Region Vice-President, West, North America, and Director Sales Development.

Executive Vice President/ Chief Operating Officer, Dolman Technologies Inc (1996-1999), Key member of the executive team, serving as EVP/COO, investor, and partner of this technology based legal services provider.

Technologies provided voice-activated proprietary technology that was used in court proceedings to deliver a more

accurate transcript than a human court reporter.

SELECTED ACCOMPLISHMENTS

- Successfully raised \$500K venture investment to improve the technology and expand market presence.
- Co-authored and developed the strategy to successfully win the bid for a \$17M contract with the state of Michigan to provide technology-based court reporting services to its state court system.
- Led the successful expansion of our product portfolio of services to Colorado and Utah while doubling the revenue of the company to \$30M.
- Leveraged the technology into a partnership to use the voice-activated video with Ford Motor Company who



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used its design and built automobile platforms between Detroit and its UK offices in real time.

- Realized a liquidity event for all partners with the sale of stock and assets for 2X EBITDA or \$3M.

Senior Vice President/ General Manager, Cablevision Systems Corporation, (1995-1996), as SVP/GM led all midwestern cable operations division with operations in Ohio, Michigan and Illinois serving over 750,000 subscribers. Cablevision Systems Corporation was an American cable television company with systems serving areas surrounding New York, Northeast Ohio, suburbs of Chicago, and parts of Michigan. Cablevision was purchased by French telecommunications company Altice in 2016.

SELECTED ACCOMPLISHMENTS

- Re-organized the sales, marketing, and the service organization structure reflecting the de-regulation of telecommunications enterprises that allowed the Regional Bell Telephone Companies (RBOC's) to offer cable television and telephone services which dramatically altered the business model for both industries.
- Led the strategic planning to raise \$500M in new syndicated capital investment to build a state-of-the-art- 700 MGZ cable television network capable of voice, data, and video.
- Built and launched a world-class 24-hour call center expanding from 120 seat customer service center to over 250 seated agents fielding over 2000 calls per day.
- Managed both the underground and ariel construction of fiber optic network in Northeast Ohio that served over 150,000 homes.

Vice- President/ General Manager, KFC (Kentucky Fried Chicken, formerly a Division of PepsiCo), (1990-1994), KFC, formerly a division of PepsiCo's restaurant group. In the role as VP/GM, reporting to the President of

US Operations, was responsible for over 1200 locations that included both franchise and companied owned locations with over 6000 employees with revenue of over \$800M.

SELECTED ACCOMPLISHMENTS

- After beginning the initial assignment as Special Assistant to the President and within 6 months promoted to VP/GM and assigned to lead the North Central Division to resolve revenue, profitability and service issues within this 13-sprawling division spread across 13 Midwestern states.
- Led the KFC contingent in establishing the PepsiCo restaurant team that developed both the 2-in1 and 3-in1 concept locations that incorporated other PepsiCo brands such as Taco-Bell and Pizza Hut.
- Launched the "KFC is Cooking" menu optimization in the North Central Division that included the addition of macaroni and cheese and green beans both of which improved operating margins in the side item category and ultimately became company-wide menu items and remain today.
- Led the financial turnaround using tightened financial controls, higher levels of operating efficiency related to product shrink, lowering of food, paper, and labor cost all of which resulted in increases in revenue of over 20% and within 18 months led the US operations in customer service engagement.

SELECTED PRESENTATIONS/ PUBLICATIONS

Presentations

- TEDx Whiting (July 2022). "A Meaningful Life"/ Lawrence M Drake PhD. YouTube: <http://www.youtube.com/watch?v=oN6FKsLpIRQ>
- American Psychological Association 2015 Annual Convention Toronto, Canada (2015). Two Kinds of Presence: A Comparative Analysis of Face-to-Face and Technology based Mediated Communication Methods and The Executive Coaching Experience
- Economist Magazine; "West African Summit." London School of Economics, London, England (2003). The African Diaspora and The Continents Future.

Books and Publications

- Drake, L (2019). Color Him Father, Brown Girls Books, Houston Texas.
- Gonzalez-Velazquez, C. A., Shackelford, K.E., Keller, L.N., Vinney, C., & Drake, L.M. (2020). Watching Black Panther with racially diverse youth: relationships between film viewing, ethnicity, ethnic identity, empowerment, and well-being. Review of Communication, 20(3), 250-259. <https://doi.org/10.1080/15358593.2020.1778067>
- Dill-Shackelford, K.E., Ramasubramanian, S., Drake, L. (2018). Stories About Black Men and Their Consequences for Health., pp 151-168. National Academy of Medicine.



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- Kelly, L., Mulholland, J.F., McDermott, K., et.al (2021). Paragraph 3. You Can't Rush a Crisis, pp. 137-144 PAGE Publishing Inc. Conneaut Lake, Pennsylvania.

- Nall, T., Agapov, V., Bourgeois, T., et.al (2021). Business Success Secrets: Entrepreneurial Thinking That Works., Imperfect Knowledge: The Trap Door Between Humility and Arrogance, pp.71-77

SELECTED ARTICLES

- “The Effects of Domestic Violence Ideology, Media Narratives and Images on Male Victimization,” (Fielding Graduate University (2012).

- Digital Literacy and The Achievement Gap. Fielding Graduate University, (2011).

SELECTED FEATURED ARTICLES

- “The Color of Success,” Black Enterprise Magazine (2010).

- “Business Success Beyond America,” The Network Journal (2005).

- “Room at the Top”: PepsiCo’s KFC unit scouts for Blacks, Women for its Top Echelons, The Wall Street Journal (1991).

SELECTED PAST AND CURRENT BOARD SERVICE

- Trulieve (A Georgia Company), Board Director, Compensation Committee.

- LEADership, Education and Development, Board Director,

- HOPE 360, Inc, Chairman of the Board

- The Executive Leadership Council and Foundation, Secretary, Chair, Governance Committee.

- The National Conference for Community and Justice, Director.

- The California Science Center, Director.

- Judson University, Trustee.

- Jarvis Christian College, Trustee.

- The Coca-Cola Africa Foundation, Director.

SELECTED AFFILIATIONS

- Alpha Phi Alpha Fraternity Inc (Life Member)

- Leadership Atlanta

- American Psychological Association

- The Association of Black Psychologist

- UNCF (United Negro College Fund)

- General Alumni Association of Fisk University (GAAFU), (Life Member)