

# KHADIJAH ROBINSON

## Executive Leader, Innovator, & Entrepreneur

with several years experience building in the tech, startup, and legal industries.

Previous associate at renowned law firm Covington & Burling LLP, representing clients in court with a 100% success rate.

Solo founder of The Nile List, which was acquired by Sean “Diddy” Combs through Empower Global.

CEO of Empower Global, overseeing all operations, partnership development, legal, people management, strategic analysis, and product development.

Angel investor in several Black-led startups and funds, and coach/advisor to early stage entrepreneurs.

## CONTACT

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 Atlanta, GA

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## EDUCATION

### Harvard Law School

Juris Doctor

2012 - 2015

Cambridge, MA

### University College London

M.Sc in International Public Policy

2011 - 2012

London, UK

### Spelman College

B.A. *magna cum laude* in English

2007 - 2011

Atlanta, GA

## BAR ADMISSIONS

- Georgia, 2023
- U.S. District Court for the District of Columbia, 2018
- Washington, D.C., 2016
- New York, 2016

## EXPERIENCE

### Coach, Advisor, & Mentor

- Give Credit, Advisory board member (2023 - current)
- The Majira Project, Business Coach (2023-2024)
- Stealth [Insurance] Startup, Product Feasibility Consultant (2023 - 2024)
- Techstars Equitech Accelerator, Mentor (2024)
- TenYour, Advisor (2023 - current)
- W.E.Build Tulsa Accelerator, Mentor (Current)
- Black Ambition Prize, Lead Mentor (Current)
- Stealth [Athletic Community] Startup, Go-To-Market Strategist (Current)
- The Plug, Advisory Board Member (Current)
- Promise Venture Studio, Coaching Program Consultant (Current)

### The Majira Project Accelerator

*Fractional COO | Aug. 2023 - current*

- Build and codify strategy for scalable growth
- Design improved HR & People Management processes
- Support fundraising and grant writing efforts
- Build and execute improved cohort program with improved management processes
- Design updated coaching program for cohort participants

### Empower Global

*Head of Product, CEO | Jun. 2021 - Feb. 2023*

- Led build-out of pre-seed to seed stage organization with over \$6 million yearly budget
- Within first month of tenure, successfully negotiated with two separate adverse legal parties on confidential matter impacting company PR and legal status
- Pitched and negotiated venture capital raise of \$3.25 million dollar commitment at pre-seed stage, prior to product and team buildout
- Grew team by over 20x with members in Product, Marketing, Revenue, Creative, Operations, and Technical verticals

## SKILLS

- Executive Leadership
- Partnership Strategy
- Recruiting & Onboarding
- Training & Development
- Legal Analysis
- Contract Negotiation
- Regulatory Compliance
- Risk Management
- Complex Business Strategy
- Business Analysis
- Strategic Planning
- Go to Market Strategy
- Business Management
- Product Management
- Product Development
- Product Strategy
- Operations Management
- OKR Development & Tracking
- Agile Methodology, Lean Startup
- UI/UX Design
- Product Marketing
- Competitive Market Positioning
- Customer / Client Experience
- Global Strategy Sales and Pricing Strategy
- Customer Success Management

## TOOLS

- Jira/Confluence
- Hubspot Complete Suite
- Salesforce Commerce Cloud
- Salesforce Service Cloud
- Salesforce CRM
- Asana
- Slack
- Westlaw
- LexisNexis
- Google Suite
- Google Analytics
- Microsoft Office
- Notion
- Airtable
- Tandem
- Canva
- Shopify
- Stripe
- Wix
- Squarespace

## SERVICE

- Students Without Mothers (board)

- Designed staff hiring and onboarding process, including setting up HR & Operations Departments, crafting recruiter strategy, creating Employee Handbook, and designing internal team knowledgebase, which resulted in 0% voluntary staff turnover during my tenure
- Established strategic trajectory and priorities for the company to maximize potential revenue and limit business risks
- Built and oversaw go-to-market strategy for BETA product
- Orchestrated the expansion of marketplace partnerships by over 400%, generating over \$50,000 in revenue prior to product launch
- Negotiated, drafted, and edited over 35 contracts with contractors, vendors, strategic partners, technical partners, and employees
- Implemented goal and data-based approach to company initiatives, leading to 100% adoption of SMART goal-based work during my tenure

## The Nile List

*Founder & CEO | Jul. 2019 - Jun. 2021*

- Established brand identity and reputation through consistent presentation, customer service, and steadfast pursuit of mission to support Black entrepreneurship, with over 35,000 social media followers and hundreds of direct customers
- Led product development and built digital platform serving over 80,000 users per month with over 95 NPS score
- Negotiated the amicable departure of original co-founder of the company with full return of equity and \$0 cash outflow from the business
- Represented the company in all legal matters and negotiations
- Researched and drafted required legal notices, terms, and conditions of service for all clients
- Negotiated and drafted over 50 contracts covering partnerships, B2B customers, vendors, and contractors working for the business
- Managed marketing initiatives and public relations outreach, resulting in The Nile List features and highlights in MSNBC, BUST Magazine, Marketwatch, USA Today, The US Chamber of Commerce, and more
- Created subscription model revenue for the business that increased revenue by 150% within 3 months
- Negotiated multi-million dollar acquisition of business by Combs Enterprises in June 2021

## Covington & Burling LLP

*Associate | Sept. 2015 - Sept. 2018, Oct. 2019 - Jun. 2021*

- Negotiated settlement agreements with government agencies in white collar investigations, saving clients in aggregate over \$150 million dollars in potential fines
- Represented several clients in court, with 100% favorable outcomes
- As a senior associate in the firm's Customs practice, advised clients on regulatory compliance and risk
- As a member of the Africa Initiative, advised clients on business ventures and risks in various sectors across Sub-Saharan Africa