

KEISHA DAVIS, MARKETING CHAIR

marketing@mwbecoordinators.org

Keisha Davis has been with Durham County Government since 2012 and currently serves as the MWBE Coordinator for the Durham County Minority and Women Owned Business Enterprises (MWBE) Program. Keisha is the business development liaison for the County's internal departments and external minority and women business owners. She facilitates MWBE training and outreach events and works with private sector counterparts that do business with the County to ensure that all parties involved adhere to the County's MWBE Program's Plan and MWBE Ordinance. Keisha has been able to successfully partner with colleagues in neighboring municipalities to showcase business enrichment resources to existing and aspiring small and minority/women business owners desiring to contract with local governments to help cultivate a more robust small and minority/woman owned business community. To enhance the outreach of the County's MWBE Program Keisha created a social media presence for the Program with the implementation of a dedicated Facebook page and YouTube channel. Additionally, she helped to create a Durham County MWBE Program website. As a member of the County's MWBE Management Team Keisha is responsible for overseeing all metrics associated with HUB spending within the County, and she sits on the board of the Greater Durham Black Chamber of Commerce and is a Certified Compliance Administrator (CCA). Keisha's commitment to social equity has contributed to her dedication in continuing her efforts in all areas that prove to be beneficial in helping to implement, monitor, and promote diversity and inclusion in business practices. She is pleased to help continue this collaborative mission as the Marketing Chair for the NC Minority Coordinators Network.