

Morning Keynote Speakers

3rd Annual
Strong Black Woman Redefined
Conference

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MODERATOR



LAKISHA RENEE AUSTIN aka COACH LA

Founder & CEO | Resiliency and Optimism Change Lives

Lakisha's work has always been centered around validating diversity, fostering empowerment, financial literacy, professional development, and promoting self-care advocacy. She is a certified life coach and licensed independent clinical social worker with a master's in business administration. Lakisha has advocated for individuals who were underserved and/or working through difficult moments and continues to work tirelessly to ensure that those who seek support from her help receive fair and equitable treatment despite their backgrounds.

PANELISTS



NIEISHA DEED

Founder & CEO | PureSpark

Nieisha is a Roxbury native who educates the community on the importance of prioritizing mental health. She is unafraid to share her own personal story to aid in the recovery of others. Nieisha's journey led her to founding PureSpark and offering resources to clients to accept their situation, explore their emotions, and practice the coping mechanisms they've learned through using PureSparks resources.



TOY BURTON

Founder & Executive Director | DeeDee's Cry

Toy founded DeeDee's Cry after her sister, Denita Shayne Morris (DeeDee), who died by suicide at 23. DeeDee's Cry works to create family and community-friendly spaces, events, and activities about mental health and suicide prevention in communities of color. Toy is also the Founder & Executive Director of the Roxbury Unity Committee/Roxbury Unity Parade which celebrates the culture, diversity and beauty of Roxbury.

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SHEENA COLLIER

Founder & CEO | The Collier Connection & Boston While Black

Sheena is a super-connector, convener, and strategic planner. She designs innovative diversity, equity, & inclusion initiatives and events to help companies engage employees, customers, & suppliers of color. In 2020, Sheena founded Boston While Black, the first membership network for Boston-based Black professionals, entrepreneurs, and students who are seeking connection and community. She received her BA from Spelman College and her Ed.M. from the Harvard Graduate School of Education.



KEYONA AVILES

LMHC & Founder | Inspired Release

Keyona runs a home-based wellness boutique / private practice where she provides therapy and treatment to women, youth, and their families. She has integrated her 15 years of clinical mental health experience with what she knows to be true for herself and so many others: awareness of the body, movement, and curiosity are crucial to emotional/mental well being and soul level healing. Keyona earned her Masters degree in Clinical Mental Health Counseling with a specialization in holistic practice from Lesley University.



VICK BREEDY

Author, Entrepreneur & Founder | The Selfish Women's Group

Vick is an author, entrepreneur and self-care advocate. Through her novels she created characters out of the strongest emotions she felt during this difficult period of her life. Vick created the "Bitter Movement" that encourages people to create something positive from something negative. She understands the importance of self-care and how easy it is to lose sight of it. Vick created the Selfish Women's Group to provide a space for women to address the issues that threaten their ability to practice self-care.