



Andre Howell

Vice President of Operations
The Multicultural Foodservice & Hospitality Alliance
Appointed: 2010

As Vice President of Operations for The Multicultural Foodservice & Hospitality Alliance (MFHA), Andre Howell is responsible for managing the association's day-to-day operations, ensuring the development and delivery of Cultural Intelligence solutions, and growing its membership base and network.

Before entering the non-profit realm, Andre held a variety of high-level operational and marketing positions in the insurance industry: in particular, at Allstate Insurance Company, MetLife, Inc., and the Hartford Financial Services Group, Inc., where he established several successful multicultural marketing initiatives that have resulted in more than \$12 million in new business from people of color.

How he started in multicultural work. "I got involved with diversity in 1986 when everything was about awareness. Words like inclusion, cultural intelligence and engagement were never used at that time in the context of diversity. I became certified by a third party consulting group and was asked to travel around the country for two years as a part of a team of ten charged with training management on the impact of exclusion and the correlation to retention as a result of not being included in key decision making. The importance of including the business case has not been fully vetted at that time."

Andre's multicultural expertise includes the publication of the highly acclaimed *Hispanic Consumer Marketing* guide, which earned the coveted Marcomms award as best collateral for understanding the buying habits of Hispanic insurance consumers by the Association of Marketing and Communications Professionals.

What he enjoys most in his role at MFHA. "I wear many hats in my role as Operations VP. I'm responsible for running the daily operation of the organization including accounting, contracts & partnerships, solutions and product development, key account (member) management and human resources. My greatest joy at MFHA comes from working with members to effectively come up with solutions to the multicultural challenges they face. In the industry analogy, my role is "back-of-the-house" while the President's is "front-of-the-house", as the voice for multiculturalism in the industry."

Andre received his Bachelor of Science degree in Marketing and Economics from The King's College in New York, NY. He also holds a Master of Public Administration from Temple University in Philadelphia, PA. Additionally, he received awards for community service from The King's College, National Urban League, 100 Black Men of America, and "Who's Who" of America.

Andre sees himself best serving MFHA and its members' interests by effectively articulating and delivering the Cultural Intelligence brand promise in his capacity.

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