

BIOGRAPHY

Dr. Clarissa J. Sparks, MBA

BUILDING BRANDS WITH CLARITY, CONSISTENCY, AND CONFIDENCE

EXPERIENCE

Clarissa J. Sparks is a certified brand strategist, mentor, and investor in women entrepreneurs. She is the founder of Sparks + Company "She Sparks", a brand strategy & digital design consultancy that teaches early-stage entrepreneurs how to brand, market, and grow their businesses.

Dr. Sparks has supported over 6,000 women entrepreneurs in gaining clarity on who they are, what they do, and why their brands matter. Using her *SPARKS Brand Method™*, she gives entrepreneurs the resources and support they need to become the go-to expert in their industry.

Dr. Sparks is also a Cornell University Course Facilitator for the Bank of America Institute for Women's Entrepreneurship and a Learning & Development Consultant, instructional designer, curriculum developer and graphic designer with over ten years of experience in content and communication strategy. She has been a strategic education and communication partner for public healthcare leaders; Centers for Disease Control and Prevention (CDC), McKesson, Epic Systems, and Oracle Cerner.

EDUCATION

Dr. Clarissa J. Sparks earned a Doctor of Education degree (Ed.D.) in Education Leadership from Clark Atlanta University, a Master of Business Administration (MBA) from Troy University, a Bachelor's degree in Marketing and International Business from Albany State University, and an Associate's degree in Digital Design from the Art Institute of Atlanta. She is also a Visiting Scholar at the Rutgers University Center for Minority Institutions.



ENGAGEMENT

Dr. Sparks actively participates in several community organizations. She is an active member of Alpha Kappa Alpha Sorority, Inc., and contributes her time and expertise as a member of Junior League Atlanta, and AIGA. She serves as a Board of Trustee and Communications Director for Leadership Perimeter and a Board of Director for the Sandy Springs Perimeter Chamber of Commerce. Dr. Sparks also serves as the VP of Marketing and Communications for the Georgia Association for Women in Higher Education.

SCAN TO CONNECT



ENJOYMENT

Clarissa enjoys domestic & international travel, hosting, and entertaining family and friends.