

2025

Community Leader Awardees



Tiffany Jones – Visionary Industry Leader

Owner & Therapist, Psychache Solutions LLC

Tiffany Jones, LCPC, LCPC-S, MAC, and Certified Grief Recovery Specialist, is a seasoned counselor, coach, and founder of Psychache Solutions LLC. With over a decade of experience, she empowers individuals through grief recovery, emotional wellness, and life transitions. A trusted leader in mental health, she also mentors high-achieving women and advocates for healing, empowerment, and personal growth.



Alisa Sheard – Small Business Champion & Entrepreneurship Expert

Division Director, Contract Assistance and Protests, U.S. Small Business Administration

Alisa D. Sheard, Director of the WOSB Federal Contract Program at the SBA, empowers over 10,000 women-owned businesses in the federal marketplace. Starting with the SBA's 8(a) Program, she has guided entrepreneurs to contracting success. A trusted advisor to federal agencies on certification programs, she was honored as WIPP's Agency Advocate of the Year in 2021.



Durecia Moorer – Marketing Visionary & Brand Architect

Managing Partner & Chief Marketing Officer, ABCD & Co.

Durecia Moorer, CMO and managing partner of ABCD & Company, drives growth for brands valued over \$18.4B. Under her leadership, ABCD earned a spot on the 2024 Inc. 5000 list. A Howard alumna with two master's degrees, she's been featured in major outlets and honored by USBC, Chief Marketer, and Enterprising Women. Durecia is also a proud BOW Collective and Delta Sigma Theta member.



S. Mona Reza – Consulting Strategist & Leadership Innovator

JD LLM, Principal, Stellar 5 Consulting, LLC

S. Mona Reza is a trailblazing leader, founder of Stellar 5 Consulting, and principal of an award-winning healthcare consulting firm. With 25+ years in law, she champions business, estate, and nonprofit law, focusing on female entrepreneurs. A Six Sigma Black Belt, Mona drives operational success and serves as Chair of the Greenbelt Business Alliance and a Business Advisory Council member.

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Cheryl Jamall – Elite Meeting Architect & Event Visionary

Chief Experience Officer, ACJ Meetings & Events

Cheryl Jamall, Chief Experience Officer and Co-Founder of ACJ Meetings & Events, is an award-winning executive with over 30 years of experience and 450+ events delivered. A trailblazer in the meetings industry, she is the first woman of color to earn the Distinguished Service Award from ABMA. Cheryl's leadership, creativity, and passion for community drive the success of her clients and the industry.



Carl Brown – Business Development Executive & Growth Architect

State/Executive Director, District of Columbia Small Business Development Center

Carl Brown, Executive Director of the DC Small Business Development Center at Howard University, brings over 25 years of expertise in HR, sales, marketing, and government contracting. He hosts The Small Business Report on Sirius XM and has been featured in national media. A Howard graduate, Carl is also a published author, certified coach, and creator of the financial literacy comic Sammy the Saver.



Pamela Smith – Trailblazing Educator & Thought Leader

Director, Career and Technical Education, Prince George's County Public Schools

Pamela Smith, Director of Career and Technical Education for PGCPs, has over 25 years of educational leadership experience. She began as a chemistry teacher, later serving as Assistant Principal, CTE Director, and Principal of DuVal High School. A UDC and Loyola University graduate, she is pursuing her doctorate at the University of Maryland, advancing innovation in career education.



Barbara Gray – High-Tech Executive & Innovation Strategist

CEO, Gray Matters

Barbara A. Gray, President and CEO of Gray Matters Technology Services, LLC, brings over 20 years of executive leadership in the tech sector. She held key roles at Booz Allen, Lockheed Martin, SAIC, and Raytheon, where she served as VP of Integrated Solutions. An expert Enterprise Architect, Barbara excels in technology innovation, acquisitions, and business growth.

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Lonye Ford – Systems Engineering Innovator & Technology Pioneer

CEO, Arlo Solutions

Lonye Nicole Ford, CEO and co-founder of Arlo Solutions, leads a dynamic minority/veteran/8a firm delivering cybersecurity, intelligence, and program management services to over a dozen U.S. agencies. A U.S. Air Force veteran with 20+ years in government contracting, she's a Hampton alumna, MBA holder, CISSP-certified, and a passionate mentor supporting underserved youth and communities.



Marissa Mitchell – Media & Community Engagement Catalyst **Co-Ancor FOX 5 Mornings & Co-Host Good Day DC, Fox 5 News**

Marissa Mitchell is a three-time Emmy-winning journalist, anchor, and reporter. She has covered major events like Hurricane Irma and Super Bowl LIII and interviewed icons such as Oprah Winfrey and Clint Eastwood. A graduate of Emory and Northwestern, Marissa is a proud member of Alpha Kappa Alpha and NABJ. She mentors aspiring journalists and is passionate about community and storytelling.



Dr. Jennifer Rios – Transformational Business Leader & Industry Disruptor

CEO, Hispanic Chamber of Commerce, Prince George's

Dr. Jennifer Rios, CEO and Army veteran, brings 15+ years of leadership in tech, logistics, and consulting. A former Staff Sergeant (Airborne), she supported Special Operations in Iraq, Afghanistan, and beyond. A Capella DBA graduate, she serves on multiple business boards, including the NSBA Leadership Council, and champions innovation, workforce development, and small business growth.