



MARGARITA ANDERSON IS THE FOUNDER AND CEO OF THE EMPOWERMENT EXPERIMENT (EE) AND THE EMPOWERMENT EXPERIMENT FOUNDATION, INC. (EEF).

Margarita Anderson and her family made history and dominated headlines as national media covered their real-life case study in self-help economics in the Black community. The Anderson family lived exclusively off Black business and talent, and bought only Black-made products for an entire year. Their experiment resulted in a landmark study conducted by Northwestern University’s Kellogg School of Business. Since the completion of their landmark experiment, Margarita has become voice of American consumers of all backgrounds who want to make sure their buying power positively impacts struggling minority communities.

A sought-after speaker, Margarita represents The Empowerment Experiment (EE) at universities, conferences, community events, corporate functions and in the media asking Corporate America to demonstrate it values the African American consumer market by engaging in substantive supplier, vendor and franchisee diversity. Her movement also urges consumers, especially other middle and upper class African Americans, to proactively and publicly support the corporations that represent and reinvest in Black communities. Her mission in EE is to make sure more quality Black-owned businesses get supported – as standalone entities and as suppliers – so that everyday consumers can counter the social problems that disproportionately impact Black people.

She has appeared on CNN, MSNBC, Fox News, and CBS Morning News, among many other national television and radio shows. Maggie is the author of the upcoming and highly anticipated book about The Empowerment Experiment (EE), “Our Black Year”, presented by William Morris Entertainment and Public Affairs Books.

Her message is that everyone, especially African Americans, can do their part to counter the social crises that disproportionately impact Black people and underserved urban neighborhoods simply by supporting quality Black businesses everyday. She says this practice recycles Black wealth, decreases unemployment, and creates more local role models for Black youth. Maggie uses her growing platform and celebrity to explain that buying Black is not racist, while issuing a call to action for increased self-help economics in the Black community.

Maggie has a BA in Political Science from Emory University, and earned both her Juris Doctor and Masters of Business Administration from the University of Chicago. She is an accomplished business strategy professional with seventeen years of legal, research, communications and business strategy experience - a respected leader in the Chicago business community. Previously, at McDonald’s corporate headquarters, she developed, presented, and implemented influential growth strategies and venture plans in the areas of diversity, emergent industries and global markets, market segmentation, communications, business intelligence, and corporate responsibility. As a strategy consultant, she has conducted due diligence, business intelligence, and competitive and market/industry research for corporate and private equity clients, as she helped them explore and execute mergers, acquisitions, product/market development, and new ventures. Maggie also has a strong track record within various political and government environments, including serving as the Mayor of Atlanta’s speechwriter while that city hosted the Olympic Games.

Maggie’s parents emigrated from Cuba 40 years ago, with the clothes on their backs and carrying her two older brothers. The teachings of these “No welfare, no daycare...We’ll make it work...” parents, the awareness of her diverse ancestry, and the resultant belief in the harmonious capacity of different races, cultures and nationalities enables her to inject an inclusive paradigm to resolving Black people’s problems. Also, her family’s “American Dream” story demonstrates how a proud minority family can defy the statistics, stereotypes, and the stifling situation of their surroundings.

She has been married to John Carl Anderson, a financial advisor with an AB in Economics from Harvard and an MBA in Finance from Kellogg, for eleven years. They live in Oak Park, Illinois with their five- and six-year-old daughters.