



Heather Cox

BUSINESS ADVOCATE, FEATURED SPEAKER

Introducing Heather Cox

Heather Cox is a tireless advocate for diversity. She co-founded Certify My Company after her own frustrating exposure to the WBE certification process opened her eyes to the challenges facing diverse businesses.

As president of CMC, Heather assists diverse businesses with all aspects of certification, helps to increase their visibility in supplier markets, and connects certified businesses with the corporations eager to do business with them. She also works with Diversity Managers of larger companies to create and improve their supplier diversity programs and maximize the benefit to their company and their bottom line.

Certify My Company has assisted numerous big-name and minority-owned organizations, including Johnson & Johnson, Kaiser Permanente, California Baby and Zappos. Heather's company has been featured in Diversity Professional Magazine, CEO CFO Magazine, Affinity Magazine, and Gay Business Made Easy Podcast, among others.

Heather enjoys being a corporate matchmaker, sharing relationships and knowledge through networking events and seminars. She is an accomplished sales and operations executive with over a decade of experience, primarily with small to medium-sized businesses; a natural teacher and thought leader and a motivating presence on any stage. Her passion for supporting diversity in business extends beyond CMC to roles with several diversity organizations, including the Women's Business Enterprise National Council (WBENC) Forum Marketing Committee and WBEC-West Regional and National Forums. Heather also served on the Advisory Board for Super Bowl XLVIII.

Away from her many professional pursuits, Heather enjoys not relaxing with her husband and five small children. This former acro-gymnast, tightrope walker and juggler balances her hectic life with yoga, DIY projects and baking. A seasoned traveler and student of the world, Heather earned her BA in Spanish Language from the University of Texas at Austin, and still remembers most (some?) of it.



“Heather is a business executive, seminar director, public speaker and marketer whose business venture is helping to make the business world more closely resemble the real world.”

People are talking about Heather...

“Heather rocks! She delivered a customized workshop for State Fund as part of our Supplier Diversity initiative. Heather kept the attendees attentive and enthusiastic through her informative and engaging delivery style. I highly recommend Heather for her real world practical knowledge, insights and her overall subject matter expertise.”

Edna Zapata-Fuller

State Compensation Insurance Fund

“Heather was fantastic! She clearly explained the benefits of certification as well as the overall benefit of supplier diversity. Plus she is very entertaining! We received very positive feedback from our attendees.”

Jeanne Michaelides

The Advance Group

“Heather is an extraordinary Subject Matter Expert on Diversity and Diversity Certification. She is extremely organized, practical, real, and entertaining!”

Kenyatta Lewis

MGM Resorts International

SPEAKER RANKING: EXCELLENT!

Are you overlooking a potential profit generator?

There is a resource that business leaders and company executives consistently undervalue: **Supplier Diversity and Diversity Certification**. That's right, Supplier Diversity isn't just about making a statement or promoting an inclusive company culture. It can have a very real impact on sales, innovation, and revenue.

Heather Cox, President and Co-Founder of Certify My Company, knows how to make Supplier Diversity and Diversity Certification work for your company.

Heather has helped numerous businesses create new Supplier Diversity programs or maximize existing ones. She also coaches suppliers through the process to become Diversity Certified, and then how they can leverage their certification and scale their business. As a speaker, she brings this expertise to audiences in an engaging, entertaining fashion. Here's how:



Speaking Topics

Diversifying Your Success: The Revenue Impact of Supplier Diversity

Entrepreneurs and corporations that understand the expansive benefits of diversity are better positioned to impact the bottom line of their companies.

Supplier Diversity makes the business world look more like the real world and has wide reaching benefits for businesses, the economy, and our communities.

Supplier Diversity expert Heather Cox presents the compelling business case for Supplier Diversity and why certified suppliers are an indispensable part of any successful program. You will leave the session with actionable tools for managing every aspect of a Supplier Diversity program, and for achieving certified success as a diverse business.

Git 'Er Done: Certification Workshops for Diverse Business Owners

Heather will guide a group of entrepreneurs through the process of becoming diversity certified.

Working with attendees to identify the right certification(s) for their business, Heather navigates business owners past common pitfalls, enabling them to complete most if not all of the process.

Crucial documents are reviewed, questions are answered, and attendees leave with a completed, or almost completed, application and an action plan for how to maximize their certification once received.

CONTINUE THE CONVERSATION...



CERTIFY MY COMPANY

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