FOR IMMEDIATE RELEASE  
March 14, 2019

Media contact: Andrew Aldrich

410-654-0000, ext. 7

410-259-9695 (cell)

[andrew@bonnieheneson.com](mailto:andrew@bonnieheneson.com)

**Executive Alliance names Luwanda Jenkins executive director**

BALTIMORE—Executive Alliance, which promotes the advancement of women in professional and executive roles, named Luwanda Jenkins executive director. Jenkins has over 25 years of results-driven experience in the areas of government relations; small, minority, women business enterprise program development; and corporate social responsibility.

Jenkins was a Democratic candidate for lieutenant governor and running mate to Maryland Sen. Richard Madaleno of Montgomery County in the 2018 Maryland gubernatorial primary.

With a background in the public and private sectors, Jenkins has served in state government positions and administrations including as cabinet-level secretary in Gov. Martin O’Malley’s administration; the President’s Office at Coppin State University; the Greater Baltimore Committee LEADERship program, The Cordish Companies, CareFirst BlueCross BlueShield and The Baltimore Sun.

She advocates on behalf of Maryland’s small, minority and women-owned businesses and achieved policy advances and record gains for diverse participation in state contracting and procurement activity during her service as special secretary of the Governor’s Office of Minority Affairs under O’Malley.

In addition to her role with Executive Alliance, Jenkins also serves as senior government relations associate with The Bellamy Genn Group, an Annapolis-based government relations firm assisting Executive Alliance in seeking passage of legislation before the Maryland General Assembly to increase the number of women on boards of Maryland companies and large nonprofits.

“More women must serve in executive leadership positions and on corporate boards not simply for the sake of equity, but because studies show that companies with more inclusive leadership are more successful. It’s simple economics,” Jenkins said. “That’s what I’m working toward as executive director of Executive Alliance.”

Jenkins graduated from Towson State University and Johns Hopkins University, where she received her master’s degree in business management.

**Executive Alliance** ([www.executivealliance.org](http://www.executivealliance.org)) is a statewide not-for-profit organization in Maryland composed of professional executive women. The organization initiates, supports and engages in activities to promote the advancement of women in professional and executive positions. Executive Alliance promotes the placement of women on corporate boards and educates the public on the benefits of having women in decision-making positions. Members serve as role models and mentors to women seeking to advance their careers.

###