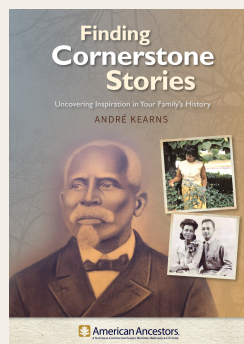


André Kearns

Founder & CEO, Black Ancestries



BIOGRAPHY

Leadership rooted in history.

André Kearns is an award-winning marketing executive, entrepreneur, genealogist, author, and speaker who brings more than 25 years of experience across strategy, technology, marketing, and organizational leadership. He is the Founder and CEO of Black Ancestries, a mission-driven firm helping people of African descent uncover, celebrate, and preserve their family histories.

André began his career at Bain & Company, where he developed a foundation in strategy and data-driven problem-solving. After earning his MBA from Harvard Business School, he held marketing leadership roles at The Coca-Cola Company, AOL, and private equity-backed technology ventures. As Marketing Director at Amazon Web Services, he launched the Aerospace and Satellite business and led go-to-market strategies that helped drive fourfold revenue growth to more than \$150 million in three years. WashingtonExec named him Marketing Executive of the Year in 2022.

For more than two decades, André has also researched African American family history. His book, *Finding Cornerstone Stories: Uncovering Inspiration in Your Family's History*, shows readers how to move beyond names and dates to recover the stories, values, and choices that shape identity, leadership, and purpose.

André serves as Vice President of the National Genealogical Society Board of Directors and chairs its Development Committee. His research has contributed to the American Ancestors 10 Million Names initiative, including the Cedar Grove Plantation Database documenting people enslaved in North Carolina. His work has appeared in *The Washington Post*, *National Geographic*, *USA Today*, and other national media.

Speaking engagements include events in Davos during the World Economic Forum, JPMorganChase, Amazon and AWS, Harvard Business School, and national conferences. André brings the strategic rigor of a business leader and the investigative discipline of a genealogist to talks on leadership, problem-solving, storytelling, organizational culture, and purpose.

A graduate of Morehouse College and Harvard Business School, André lives in Washington, D.C., with his wife, Nadine. They have two sons.

EDUCATION

Morehouse College
Harvard Business School

SELECTED EXPERIENCE

Bain & Company
The Coca-Cola Company
AOL
Amazon Web Services

RECOGNITION

WashingtonExec
Marketing Executive
of the Year

CONTACT

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