



Press Statement

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MMTC Welcomes Ananda Leeke, Director of Digital Policy and Engagement

WASHINGTON, D.C. (January 19, 2017): The Multicultural Media, Telecom and Internet Council (MMTC) is pleased to welcome digital media strategist, thought leader, author, lawyer, and entrepreneur Ananda Leeke as its new Director of Digital Policy and Engagement.

Leeke's career has focused at the intersection of law, finance, project management, and digital communications, with a strong emphasis on social justice. Most recently, Leeke served as the Digital Communications Director of Law Students in Court (LSIC). Prior to joining LSIC, she established the Digital Sisterhood Network, a women's media channel and online community, and she authored "Digital Sisterhood," a social media and technology memoir. She is experienced in helping private and nonprofit organizations to develop content and implement social media strategies that tell stories about their mission and work, build online communities, and engage the public around important causes.

The White House recognized Leeke as a thought leader and invited her to provide social media storytelling at conferences and events during the Obama Administration. She is a frequent speaker at conferences sponsored by AT&T, BlogHer, Latinos in Tech Innovation & Social Media (LATISM), Nonprofit Technology Network, and Spelman College. She regularly shares her social media expertise on The Daily Drum, a radio program that airs on WHUR 96.3 FM.

Her prior experience includes her employment as Knowledge Manager for investment advisor Hamilton Securities Group, with a focus on emerging markets, and as an online columnist for NetNoir women's channel. She has also served as the Senior Program Officer of the U.S. Committee for Refugees and Immigrants, where she designed and managed the first-ever social media technical assistance and training program for over 25 affiliate agencies.

In her new role at MMTC, Leeke will lead and develop MMTC's digital strategy for 2017 and beyond, and will help to shape and communicate MMTC's policy positions in the media, telecom, and tech sectors.

"Being tapped to lead MMTC's digital policy and engagement efforts is an extraordinary career opportunity that allows me to marry my creative writing, legal, and social media expertise with my commitment to social justice," Leeke stated. "I am thrilled to work on issues that directly impact communities of color and women. Having the chance to work with and learn from a dynamic team of colleagues who care about these issues is priceless."

"Ananda has already proven to be a tremendous strategic asset to MMTC and our digital engagement," MMTC President and CEO Kim Keenan stated. "She is key to MMTC's ability to both broaden and solidify more effective engagement with our stakeholders at both the grassroots and policy levels. With Ananda on board, MMTC is poised to hit the ground running on social media in 2017."

Leeke, a graduate of Morgan State University, earned her law degree from Howard University School of Law, and Master of Laws in Securities and Financial Regulation from the Georgetown University Law Center.

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About MMTC:

The Multicultural Media, Telecom and Internet Council (MMTC) is a non-partisan, national nonprofit organization dedicated to promoting and preserving equal opportunity and civil rights in the mass media, telecom and broadband industries, and closing the digital divide. MMTC is generally recognized as the nation's leading advocate for multicultural advancement in communications.