

Erika Alexander - Co-Founder & Chief Creative Officer, Color Farm Media

Erika Alexander is beloved for her iconic acting roles as Maxine Shaw (*Living Single*), Detective Latoya (*Get Out*), Cousin Pam (*The Cosby Show*), Perenna (*Black Lightning*), and Linda Diggs (*Wutang: An American Saga*). Erika wears many hats as not only an actress, but also a trailblazing activist, entrepreneur, creator, producer, and director -- an all-around boss. Erika represents one of the most bold, daring, and powerful voices in our country today.

As a creator, Erika recognizes that stories, when socially conscious and carefully constructed, have the capacity to create impact and meaningful change. As co-founder of Color Farm Media and Board Member of VoteRunLead, Alexander is on a mission to bring greater equity, inclusion, and diverse representation to both media and electoral politics.

Erika's company, Color Farm Media, self-described as the "Motown of film, TV, and tech," develops and produces scripted and unscripted content for film, television, streaming, and podcast platforms. Color Farm's latest project to be released is *John Lewis: Good Trouble*, a documentary film about the legendary Congressman and civil rights icon that is distributed by Magnolia Pictures, Participant Media, and CNN Films. Color Farm is also currently producing two podcasts with Spotify and has several scripted film and television projects in advanced stages of development. The company previously set up an untitled horror/thriller film, written by Erika, at Lionsgate Entertainment. Additionally, Erika is co-writer of the Buffy spin-off, Giles, a graphic novel collaboration with Joss Whedon and Dark Horse. Erika previously collaborated on Dark Horse's award-winning, ground-breaking sci-fi series, Concrete Park.

Erika has also stepped into the arena of film director. She is currently co-directing a documentary film on reparations and racial equity, which she began filming in June 2019 at the U.S. Congressional reparations hearing on Juneteenth.

Erika is a critical thought leader on racial and gender equity and leadership. Erika serves as a Board member of One Fair Wage and Exponent, and is highly involved with many other social and racial justice orgs, including the Poor People's Campaign, Color of Change, NAACP, UNCF, and others. Her work in content reflects the social activism work she does on the ground.

Erika is a sought-after speaker who delivers keynotes on topics including leadership, communications & performance, and diversity & inclusion. Born in Winslow, Arizona, Erika grew up in Flagstaff, AZ and in Philadelphia, PA.