



LATOYA EGWUEKWE-SMITH *Chief Communications Officer*

LaToya Egwuekwe-Smith joined Metropolitan Family Services in 2023 as Chief Communications Officer for the Metropolitan Peace Initiatives (MPI).

Egwuekwe-Smith brings over 20 years of effective and high-quality communications, exceptional leadership skills, strong crisis management experience, and strategic and creative thinking.

Since the start of her career, Egwuekwe-Smith has been dedicated to improving the lives of others within her community. Prior to joining MPI, she worked as Chief of Staff for the Midwest Territory of the International Association of Machinists & Aerospace Workers (IAM), one of the largest trade unions in North America. Before taking on that role, she served as the IAM Midwest Territory's Communications Representative.

Before joining the non-profit industry, Egwuekwe-Smith worked as a political television news reporter/anchor for The Florida Channel in Tallahassee, FL, and as a television news producer for WEWS-TV in Cleveland, OH.

She is the creator of "The Decline: The Geography of a Recession" – an animated map that shows the progression of U.S. unemployment from January 2007 to February 2011. Her work has been featured on CNN, ABC, CBS, MSNBC, The Huffington Post, BoingBoing and hundreds of blogs, local newspapers and television outlets around the world.

Egwuekwe-Smith is a 2014 Fellow of the Washington, DC chapter of a growing group of next generation progressive leaders known as the New Leaders Council.

Egwuekwe-Smith holds a Master of Arts in Interactive Journalism from American University in Washington, DC, and a Bachelor of Arts in Broadcast Journalism from the Hampton University Scripps Howard School of Journalism and Communications in Hampton, VA.