

SPEAKER DETAILS

Shonda Scott
CEO, 360 Total Concept



Shonda Scott is the CEO and Founder of 360 Total Concept, a nationally recognized management consulting firm headquartered in Oakland with a footprint that spans major industries and cities. Her firm has led multimillion-dollar projects for clients like Uber, Kaiser Permanente, and major transportation agencies—generating over \$200 million in reinvestment into underserved communities through diversity strategies.

A White House Appointee to the U.S. Trade Advisory Committee, Shonda has received numerous honors, including the Presidential Lifetime Achievement Award, an Honorary Doctorate in Humanitarianism, and induction into the Alameda County Women’s Hall of Fame. She is also the executive producer and host of Spotlight with Shonda Scott and founder of the 12 New Things lifestyle brand.

Shonda holds a B.A. from the University of California, Los Angeles, and has completed graduate studies at Harvard Business School and Pepperdine University. She has served in leadership roles on several boards, including the Oakland African American Chamber of Commerce, AMAC Foundation, and Big Brothers Big Sisters of the Bay Area.