"I'm honored to join the Board of Directors of the Central Florida Urban League. I look forward to using my skills and experience to help advance the CFUL's mission and make a lasting impact on our community."

ABOUT

SHARONDA L. BRITTON

Sharonda L. Britton is a seasoned marketing executive with over 20 years of experience in branding, retail, sports, experiential, and multicultural marketing.

In 2017, Sharonda founded a consulting firm, The L Brand, where she currently serves as Acting CMO for Momentum Capital Investments. In this capacity, she leads integrated marketing and brand strategy across a diverse portfolio including commercial business contracts, talent management, TV and film production, and nonprofit initiatives. Additionally, she continues to advise talent and public figures, including serving as acting CMO for Stephen A. Smith, helping to scale his multimedia platform and launch original branded content and partnerships.

Previously, she served as Vice President of Marketing at Lowe's, as well as held leadership roles at Harman Kardon, Walmart and The Mars Agency. In addition to the Central Florida Urban League, Sharonda currently serves on the Advisory Board for Benedict College's Tyrone Burroughs School of Business and Anthony Hamilton's T.A.S.T.E. Foundation. She earned her bachelor's degree in Business Administration from Florida A&M University and her MBA from the University of Phoenix.

Central Florida Urban League