



# Coalition for Racial & Ethnic Equity in Development (CREED)

## Learning Hub: Component 3 - Organizational Culture Learning Event

June 27, 2023 - 1 to 3 pm EDT

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CREED's Component 3, Organizational Culture, refers to the shared values, beliefs, behaviors, customs, and practices that characterize an organization. It is the overall personality of an organization and represents the way things are done, the way people interact, and the shared meaning and purpose of the organization. Organizational culture can have a profound impact on performance, productivity, and employee engagement within the organization.

This learning event shares the findings of research and interviews conducted by the CREED Learning Hub Component Three on how CREED members have tried to ensure that their respective organization's culture has emphasized equity, inclusion, and appreciation for diversity. A panel discussion with DEI leaders from three CREED member organizations—ACDI-VOCA, FHI 360, and WI-HER—will be used to draw out insights and effective practices to instill values of diversity, equity, and inclusion organizational culture. The event will be moderated by Winrock, and the learning event presented by Partners of the Americas.

### Speakers

Tayo Rockson, Moderator



Tayo Rockson, Winrock's Director of Diversity, Equity and Inclusion, is an experienced student of human behavior with over 10 years of experience working with a variety of organizations ranging from fast growing startups to multinationals. As a writer, speaker, strategist, podcaster, poet, and storyteller, he is committed to using his work to fight against multiple systems of oppression and suppression on a global level. As the son of a diplomat, he grew up understanding the nuances of multicultural diversity while living on four continents and he leveraged those lived experiences to establish himself as an authority in communicating effectively across cultures as well as personal branding. He has graced various stages to share his knowledge including TEDx, the prestigious Chautauqua Institution, and the United Nations. He's the author of *Use Your Difference to Make A Difference*.



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Juliana Araujo



Juliana Araujo is the Vice President of Marketing, Communications, and Innovation at Partners of the Americas. Juliana has more than 20 years' experience, overseeing several projects for private sector organizations and research in higher education internationalization and policies at Brazilian universities. Prior to her work in education, she led business development, marketing, and communications departments for Fortune 500 corporations in Brazil, Argentina, and the United States. She holds a bachelor's degree in economics from the Catholic University of Campinas, Brazil, and master's degrees in scientific and technology policy, business administration, and education from the State University of Campinas, Brazil, the University of Sao Paulo, Brazil, and the Federal University of Sao Carlos, Brazil. Juliana has actively participated in the DEI committee

activities at Partners of the Americas since 2020. Partners of the Americas is an international development organization that was founded in 1964 inspired by President Kennedy and under the Alliance for Progress. Partners' mission is to connect people and organizations across and within borders to serve and change lives. Partners promotes social and economic change in the Western Hemisphere through the following areas of expertise: education, agriculture, labor, community, and volunteer engagement. Partners of the Americas is present in more than 30 countries in the Western Hemisphere, with a network of 94 chapters and almost 8,000 volunteers. Partners is currently implementing 19 programs in the region with funds from the US Government agencies such as USAID, Department of State, Department of Labor, Department of Agriculture, private sector, and foundations. For further information about Partners, please visit [www.partners.net](http://www.partners.net).



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Razan Faramand



Razan Faramand is the Chief Operating Officer at WI-HER where she provides leadership, management, and vision to ensure that the company has strong operations, compliance, oversight, and administrative and reporting procedures, along with people systems in place to effectively grow the organization. She strives to foster an inclusive organizational culture that encourages transparent and authentic conversations among our diverse global team. WI-HER is a woman-owned small business recognized for its work in advancing equity, diversity and belonging globally and domestically. Anchored by its innovative iDare methodology which drives localization, WI-HER's sustainable development

solutions are led and driven by countries, communities and people with whom we work with. WI-HER is proud to be one of the founding members of CREED and is now serving on its Board of Directors.

Angela Parker



Angela Parker is the DEI Initiatives Project Manager at FHI 360 based in Durham, North Carolina. She has dedicated most of her career to advancing diversity, equity, inclusion, and accessibility in the public and private sectors. She has held various positions throughout her career that have allowed her to enhance employee affinity groups, reinforce supplier diversity programs, spearhead workforce development programs, and contribute to significant change management initiatives. Angela's academic achievements include a bachelor's degree in social sciences, a minor in cultural anthropology and gender studies, and postgraduate studies in industrial and organizational psychology. Currently, Angela serves as the Corporate Project Manager for DEI Initiatives at FHI 360, where she provides

expert guidance and oversight for projects aligned with the organization's DEI strategic priorities. FHI 360 is

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a global organization that mobilizes research, resources and relationships so people everywhere have access to the opportunities they need to lead full and healthy lives. With collaborations in over 60 countries, FHI 360 works directly with local leaders to advance social and economic equity, improve health and well-being, respond to humanitarian crises and strengthen community resilience, sharing data-driven insights and scalable tools that expand access and equity so communities can effectively address complex challenges, respond to shocks and achieve thriving futures. To learn more, visit [fhi360.org](https://fhi360.org).

Luisa Beltran Rey



Luisa Beltran Rey is a Senior Project Operations Specialist at ACDI/VOCA, where she has worked for the past three years, supporting USAID-funded projects in West and East Africa. Luisa recently served in a long-term assignment in Guinea where she facilitated key project activities and objectives, while simultaneously embodying ACDI/VOCA's core values of passion and resilience. Having been born in Bogota, Colombia, Luisa is a native Spanish speaker and fluent in French. In addition to her professional responsibilities, Luisa is one of the leaders for AdVocate, an ACDI/VOCA-sponsored Diversity, Equity, and Inclusion (DEI) group committed to advancing the organization's commitment to CREED's pledge.

ACDI/VOCA is an international development organization based in Washington, D.C., implementing effective economic and social development projects around the world since 1963. As a trusted implementing partner for the U.S. Government, as well as a respondent to non-USG official development assistance (ODA) and host country government opportunities, ACDI/VOCA seeks to foster broad-based economic growth, raise living standards, and create vibrant communities through its key areas of expertise: Sustainable Agriculture, Economic Opportunity, Resilience, Access to Finance, and Equity & Inclusion.



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