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# SPEAKER BIO

## **Sharonda L. Britton** **VP of Customer** **Relations, Lowe's**



As Lowe's Vice President of Partnerships, Events and Multicultural marketing, Sharonda L. Britton is responsible for developing and executing the company's strategy for brand partnerships, will lead cross-functionally to create relevant and engaging consumer- focused events and experiences, and will shape priorities for multicultural marketing segments for both DIY and Pro. She joined Lowe's in 2020.

Sharonda has more than 20 years of strategic branding, product and retail marketing experience, with expertise in developing campaigns that deliver on customer reach and engagement. Before joining Lowe's, she served as head of trade, merchandising and shopper marketing at Harman Kardon. Previously, she held leadership roles at The Mars Agency and Walmart Inc.

Sharonda earned a bachelor's degree in business administration from Florida A&M University and an MBA in business administration from the University of Phoenix.

Sharonda has a passion for mentoring and public speaking, and coaches future marketing leaders and entrepreneurs across multiple industries. She also loves film and TV, and in her spare time writes and produces TV shows and film ideas. She helped establish the Bentonville Film Festival (BFF) and is a former board member of the International Black Film Festival (IBFF). She also currently sits on the Advisory Board for Benedict College Tyrone Burroughs School of Business.

