

## Keynote Speaker: Pasha Cook

Monday, June 30, 2025  
8:00 – 9:00 a.m.  
Chisholm Hall



Pasha Cook is an inspiring speaker, author, entrepreneur, and international Strategic Advisor and Growth Strategist for CEOs, renowned for empowering leaders to unlock their full potential and achieve unprecedented success. A former college athlete who overcame significant obstacles, including dropping out of high school, Pasha transformed adversity into opportunity, ultimately becoming a first-generation college graduate and collegiate basketball player at the University of Memphis.

With over fifteen years of diverse professional experience, including extensive international work with professional athletes in China, Pasha expertly advises and inspires high-level leaders, CEOs, and visionaries globally. She was notably recognized by Chinese media as the go-to strategist for professional athletes abroad. Her unique methodologies and teachings are deeply rooted in her experiences as an athlete and her collaboration with champion athletes, including professional basketball player Sonny Weems. Known as a "firestarter," Pasha excels at initiating powerful connections, structuring impactful partnerships, and driving strategic initiatives that propel brands and businesses forward.

Her dynamic speaking engagements and consulting services deeply resonate, guiding audiences and clients toward authenticity, visionary leadership, and strategic growth. Pasha's esteemed client roster includes the WNBA, NFL, Untapped Investing, Babson College, Rice University, University of Memphis, Silicon Valley Forum, Unilever, PBS, and Wells Fargo, among many others. Her insights have been featured by HuffPost, Houston Chronicle, Black Enterprise Magazine, MSNBC, and Fox News Houston.

Pasha's compelling blend of personal resilience, professional acumen, and impactful storytelling equips leaders with practical tools and inspiration to thrive authentically and strategically at the highest levels.