

# virginia cumberbatch

vacumberbatch@gmail.com  
(512) 964.4508

## EDUCATION

**Master of Public Affairs, 2016** (Austin, TX)

Lyndon B. Johnson School of Public Affairs  
THE UNIVERSITY OF TEXAS AT AUSTIN

**Bachelor of Arts in History, 2010** (Williamstown, MA)

Concentration in Race, Ethnicity and Social Constructs in North and South America  
WILLIAMS COLLEGE, *Graduated on dean's list*

**Senior Thesis:** "The Integration of Women of Color at Williams College"

## WORK EXPERIENCE

**Virginia Cumberbatch Consulting** (Global)

*Advisor / Facilitator / Educator (2016 – Present)*

- Utilize story and historical context to help organizations explore their role in diversity, inclusion and equity
- Examine organizational values, institutional language and systemic practices of inequity
- Develop tangible and tactical approaches to shift institutional culture and drive equitable business practices

The following is a representative sample of past and current clients who have benefitted from workshops and advising services:

- Anti-Defamation League
- Bournemouth University
- Bumble Inc.
- Gensler
- lululemon Athletica
- University of Western Australia

**Rosa Rebellion** (USA)

*Co-founder, 2018 – Present*

- Established the organization's mission to be "a platform for creative activism by and for women of color"
- Developed brand launch at SXSW 2019 with a series of signature program in partnership with SXSW
- Lead REBEL + REST workshop
- Created the Women of Color Writing Cohort
- Oversee brand partnerships and media projects

**The University of Texas – Division of Diversity and Community Engagement** (Austin, TX)

*Director, Center for Community Engagement and Social Justice Institute, 2016 – 2020*

- Provided vision for community engagement programming, social justice research
- Developed programming that addresses health disparities, education equity, gentrification and affordability and systemic prejudice in criminal justice.
- Established signature programs: Front Porch Gatherings, Community Housing Hub, Community Language Lab
- Created innovative media projects and op-eds to elevate marginalized community stories and democratize critical research
  - 2018 NAACP-Austin Community Service Award
  - Co-Author of "As We Saw It: The Story of Integration at the University of Texas"

## **HUX Storyhouse (USA)**

*Co-founder / Communications and Community Relations Strategist, 2014 – 2017*

- Established the organization's mission to "be a branding and creative strategies collective that uses culturally relevant storytelling to help clients engage thoughtfully with markets across the Black diaspora."
- Produced media content and public activations that drove new brand perspectives
- Designed branding narratives for an increasingly diverse community of color national audience
- Rebranded SXSW Interactive's Black subsidiary, MVMT50, to better connect to and activate a Black audience
  - Clients: Huston Tillotson University, MVMT50, Me & the Bees Lemonade, Tribeza Magazine

## **Hahn Public Communications (Austin, TX)**

*Manager of Client Services – Community/Nonprofit Sector, 2010 – 2014*

- Developed branding and communication strategies
- Led public engagement efforts
- Planned client events
- Coordinated media interviews, op-eds and articles
- Directed internship program
- Composed client and city official speeches

## SPEAKING ENGAGEMENTS / LECTURES

- **SXSW 2019, "The Rebels' Resistance,"** Panel Moderator (2019)
- **Black British Academics Symposium, "Storytelling, The Key to Diversity"** (2019)
- **University of Western Australia Impact Festival, "Storytelling, The Key to Diversity"** (2017)
- **TEDxUWA, "Expose. Engage. Empower: The Art of Story to Build Inclusive Spaces"** (2017)
- **QCommons, "Getting Uncomfortable with Being Uncomfortable: The Work of Social Justice"** (2017)
- **Heman Sweatt Symposium, Stories from As We Saw It** (2017)
- **SXSWEDU, "The Power of Storytelling: Driving Diversity and Inclusion"** (2016)
- **2015 Barbara Jordan Forum, Julian Bond Introduction** (2015)

## ACTIVITIES/LEADERSHIP

- **KLRU** (Austin's PBS Station), Board of Directors (Present)
- **Waterloo Greenway**, Board of Directors (Present)
- **Six Square: Austin's Black Cultural District**, Founding Board Member, Vice Chair (2014-2019)
- **The Economic Forum's Global Shapers**, Curator (2014 – 2018)
- **Mayor of Austin's Taskforce on Institution Racism and Systemic Bias** (2017 – 2019)
- **LBJ School Diversity and Inclusion Committee**, Co-Chair (2014 – 2016)
- **Austin Area Urban League Young Professionals**, Founding President (2010 – 2014)
- **Leadership Austin Emerge Program** (2012)
- **Telos: Williams College Christian Journal**, Founding Editor-in-Chief (2008)
- **Williams College Varsity Track & Field** (2007 – 2010)
- **Williams College Varsity Soccer** (2006 – 2008)

## HONORS

- **Girl Scouts of Central Texas**, Women of Distinction (2019)
- **Austin 40 Under 40 Winner**, Public Affairs and Community Advocacy (2018)
- **Tribeza Magazine**, Driver of Style, (2018)
- **Division of Diversity and Community Engagement**, Vice President's Award (2018)
- **Boss Babes ATX**, Boss Babe of the Year (2017)
- **Austin Anti-Defamation League**, Social Justice Award (2016)
- **Austin American-Statesman**, "People to Watch in 2015" (2015)
- **Greater Austin Black Chamber of Commerce**, "Emerging Leader of the Year" (2014)
- **Tribeza Magazine** "10 To Watch in 2013" (2012)
- **National Urban League Young Professionals**, "Rookie Chapter of the Year Award" (2012)
- **Williams College Class**, Historian/Ivy Exercise Speaker (2010)
- **Williams College Black Student Union**, "Ms. Obama Award" – for social and political advocacy (2010)