

S A N D R A B A B U B O A T E N G . C O M

A professional portrait of Sandra Babu-Boateng, a woman with dark, wavy hair, wearing a blue blazer over a blue top. She is posing with her hands clasped near her face, wearing a ring and a watch. The background is a dark, textured blue.

Sandra

BABU-BOATENG

2025 SPEAKER PRESS KIT

MEDIA ENTREPRENEUR • CULTURAL ARCHITECT • SPEAKER • STRATEGIST & ADVISOR

ABOUT

Sandra Babu-Boateng is one of the most influential and timely voices shaping the global Black narrative.

Through her media, consulting, and convening work, Sandra bridges continents and sectors—connecting corporations, policymakers, investors, creatives, and communities to reimagine what’s possible.

She is the co-founder of PanaGenius, a trailblazing digital media company behind platforms like Face2Face Africa, and the creator and host of The Breakdown—one of YouTube’s fastest-growing global Black affairs shows.

The Breakdown delivers bold, thoughtful, and solution-oriented analysis at the intersection of leadership, geopolitics, business, and culture. Since its launch in February 2025, the show has rapidly gained traction, amassing nearly 200,000 subscribers and reaching over 5 million viewers each month.

Sandra is also the co-creator of the BlackStars Experience, a preeminent summit and awards gala celebrating the brilliance and impact of Black leaders, innovators, and cultural drivers across the world.

Through her consulting firm Babú Global, Sandra advises governments, global institutions, and corporations on trade, investment, diaspora engagement, and policy.

Born in Ghana and raised in the Bronx, Sandra graduated valedictorian of her high school and earned a full scholarship to Syracuse University’s prestigious S.I. Newhouse School of Public Communications, where she graduated Summa Cum Laude.

*She holds a Bachelor’s degree in Communications from Syracuse University and a Master’s in Global Business Administration from Tufts University. She currently serves on the Advisory Board of **Shared Interest**, an organization dedicated to advancing equitable economic development in Southern Africa.*

*Sandra’s work sits powerfully at the intersection of **culture, power, and purpose**. She is a bridge between continents and communities—elevating untold stories, reframing narratives, and offering critical insight into the forces shaping our world today.*

*Whether advising heads of state, moderating high-stakes conversations, or mentoring the next generation of women leaders, Sandra moves with one mission: **to empower—especially women and changemakers—to own their voice, lead with purpose, and build the future they deserve.***

The VOICE of a Generation



PLATFORMS & REACH

Sandra's combined platforms—including her PanaGenius digital brands, media content, live events, and social channels—reach over **50 Million** people globally. Her influence spans both traditional and digital landscapes, with a strong presence across multiple platforms. **Her ecosystem makes her one of the most visible, trusted, and fast-rising voices of her generation.**

PANA
GENIUS

FACE
LYCE
AFRICA

THE
BREAK
DOWN

BLACK
STARS
EXPERIENCE

bābū
GLOBAL

10M+ Monthly Views

700K Followers

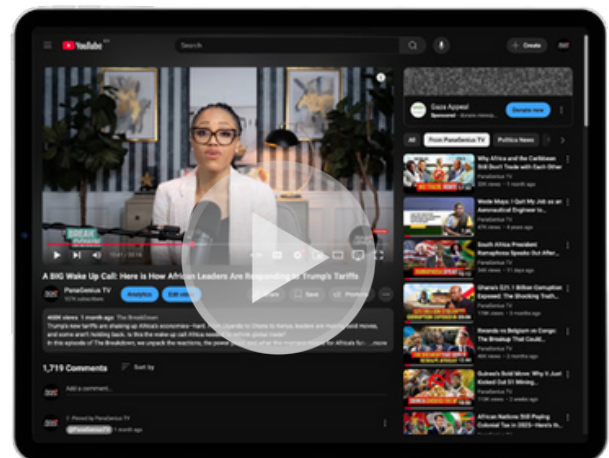
50K Followers

1M Monthly Visitors

100K Followers



Catch Sandra on The Breakdown, where she delivers bold, thoughtful, and solution-oriented analysis at the intersection of leadership, geopolitics, business, and culture. Since its launch in February 2025, the show has rapidly gained traction, amassing nearly 200,000 subscribers and reaching over 5 million viewers each month.



WHY BOOK SANDRA?

Sandra doesn't just deliver speeches—she delivers shifts. With her bold insights, strategic clarity, and emotionally resonant voice, she leaves audiences transformed and mobilized. Whether you need a keynote speaker, a fireside moderator, a guest on your show, or a strategic advisor, Sandra brings unmatched depth, presence, and impact to every room she enters.

SAMPLE TOPICS

- **The African Dream: Reimagining a Continent of Power and Possibility**

A powerful, provocative talk on what it will truly take to build a future-ready Africa—and the role of policy, media, and the diaspora in getting there.

- **Global Sisterhood: Bridging Continents, Building Power, and Rising Together**

An actionable blueprint for how women can recognize their shared stake, build real pipelines of opportunity, and create a new model of global leadership—one defined by sisterhood, impact, and self-determination.

- **From Belonging to Impact: Building Inclusive Systems That Drive Real Change**

In today's climate—marked by DEI backlash, rebranding, and shifting political winds, this is a powerful call to action for leaders to move beyond performative DEI and build inclusive systems that drive real impact, innovation, and institutional trust.

- **Purpose, Power, and Platform: Building a Life and Brand That Matters**

A transformative keynote for entrepreneurs, professionals, and creatives looking to align their lives with their deeper mission.

- **Building the Black World We Want**

An urgent call to action and roadmap for how African and diaspora communities can unite across borders to create lasting systems of progress.

- **Shaping Narrative, Driving Change: Why Media Matters in Nation-Building**

A compelling talk for governments, journalists, and communicators on how storytelling can build trust, shift perception, and move societies forward.

- **From Vision to Movement: Lessons in Leadership, Strategy, and Systems Change**

An insider look at how to lead transformation—in companies, communities, and countries—rooted in authenticity and alignment.

AUDIENCES & PARTNERS

Sandra has spoken, moderated, or consulted for:

- Fortune 500 Companies
- Government Ministries & Agencies
- United Nations & Multilateral Institutions
- Diaspora Conferences & Summits
- African Innovation Hubs & Creative Forums
- Top Universities & Business Schools



AWARDS & RECOGNITION

- Forbes: 30 Under 30 Honoree
- Forbes: Most Awesome Black Women to Know
- MIPAD: Most Influential People of African Descent
- Honoree: City of New York
- NYC Africa Day Award: The New York City Council
- New York Times Scholar
- Keynote Speaker
- Speaker: Harvard & MIT African Economic Conference
- A leading voice in media, entrepreneurship, and women empowerment
- Board Member: Shared Interest

As Seen On:

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ENTERPRISE**
NEWSONE **AFROTECH™**

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