

## **SANDRA K. WARE**

### **Independent Consultant-Marketing and Engagement**

As the president of Avail Concierge Services, Sandra Ware has more than 18 years of experience in community and public relations. She has managed community engagement strategies for professional athletes (NFL, NBA, MLB) and non-profit organizations helping them raise their profiles through programming and media placements (Forbes.com; ESPN; Sporting News; Essence magazine; Tom Joyner Radio; Redford Observer; Detroit News and Detroit Free Press).

In 2013, Ware combined her passion for empowering youth and community engagement, becoming an education consultant for schools where she provides programming, partnerships and PR services. She has been successful in establishing partnerships with tech and sport organizations to provide support and incentives for students and parents.

She is the creator/producer of the POWERED TO DREAM Youth Tech and Innovation Camp (in partnership with Microsoft), Code & Kicks, Coding and Cupcakes with Kindergartners, Super Colossal Tech Saturdays, Math Mayday, Hack The Summer Hackathon; Launch, Learn and Code: Girls Empowered (in partnership with Microsoft); Tech Moms Makeover and “When I Read I Rock” Literacy Program.

Ware’s company served as the Education Engagement Partner for Microsoft’s ManCode, Minority Student Day and the “Blacks In Tech Pop-Up Panels” (featuring African American representatives from Microsoft, Google, Amazon, LinkedIn touring schools highlighting careers in tech).

Ware began her career in media relations while at Margo E. Williams & Associates (MEW & Associates) in Detroit, MI. Upon leaving MEW & Associates, she worked with Palace Sports & Entertainment coordinating the Detroit Pistons PARK Program Rangers, an initiative designed to encourage youth participation in community service activities. The program received the Spirit of Detroit Award, NBA TeamUp Award and the Daily Point of Light Award established by President George W. Bush.

Ware is passionate about impacting the lives of youth through S.T.E.A.M. education, program engagement and access to personal/professional development opportunities.