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THE BOW COLLECTIVE™ Inducts HR Business Leader LaSonya Berry at the Capital Conference

Organization members recognized by NASDAQ during conference event

DECATUR, GA - The Black Owner & Women's Collective, also known as THE BOW COLLECTIVE,™ inducted LaSonya Berry, CEO of McPherson, Berry & Associates, Inc. (McPherson | Berry), into the groundbreaking organization for her business success in the human resources industry and achievements as a Black female entrepreneur at the Capital Conversations Conference in New York City.

As a highlight of the event, BOW members were on full display on the world's stage at the National Association of Securities Dealers Automated Quotations (NASDAQ) Stock Market on June 8, 2023, symbolizing the capability of women of color "unapologetically growing together and building legacy wealth."

The groundbreaking women's business organization and sisterhood is comprised of the nation's top 1% of small business owners and seeks to bring awareness, business opportunities and capital resources to black women enterprises. Originally formed with 50 Black female-owned businesses representing \$200M in revenue in January 2022, the BOW Collective has grown to 130 top Black Business women and is creating a pipeline of more than one million business owners.

"I am humbled and honored to join this phenomenal group of accomplished and impactful women," said LaSonya Berry. "As an entrepreneur, I know first-hand how critical it is to have a support system that understands and elevates each other so that we can successfully tackle the disparities facing Black female business owners, particularly in today's complex economy. I'm looking forward to supporting, learning from, and leaning into this unique sisterhood to help build generational wealth in the communities I serve."

Berry is an HR thought leader, author, and international speaker. She founded McPherson | Berry and has since led the firm to support more than 7,000 individuals and businesses achieve their full potential by increasing performance, driving operational excellence, minimizing risk and building leaders.

An accomplished business owner, Berry has been named Enterprising Woman of the Year, Supplier of the Year by the NMSDC and a Women's Business Enterprises Business Star Award by WBENC. She has served on several boards including the National Association of African Americans in Human Resources (NAAAHR), Manpower Group Supplier Diversity Advisory Board, the Carolina Virginias Minority Development Council (CVMSDC) and the advisory board for Diversity Professional.

Berry joined the newest membership cohort, representing diverse industries and sharing a common goal to collaborate, negotiate and scale Black-owned businesses.

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About McPherson, Berry & Associates, Inc.

McPherson | Berry is an industry-award winning firm providing HR consulting/outsourcing solutions, learning & development services, capacity building programs to grow organizations, and a partner in certifying organizations with the ISO 30415 designation for over 15 years. For more information, visit www.mcphersonberry.com.