

Continuing a Legacy of Leadership with the National Black MBA Association



Nomblé Coleman

“The NBMBAA has been a constant source of support and guidance throughout my academic & professional career. I am grateful for the role the organization has played in bolstering my success and I enjoy the good fortune of paying it forward.”

Inspiration

Nomblé Coleman’s relationship with the National Black MBA Association (NBMBAA) began in 2003 when her father, the late Ernie Coleman, enrolled her in the Leaders of Tomorrow (LOT) program, Philadelphia Chapter. Ernie Coleman received his MBA from the University of Houston – Clear Lake and was a devoted member of the NBMBAA. He served as a leader and active member of the Philadelphia, Detroit, and Washington DC chapters. Ernie was an advocate for educational excellence, and he set a powerful example of leading with passion.

Nomblé strives to follow in her father’s footsteps to continue his legacy of leadership and lifting others as she climbs. “My dad introduced me to the NBMBAA organization in high school because he believed in the organization’s mission to expose students to valuable skill sets beyond the classroom. He loved leading teams and believed in the connective power of networks to help others succeed. He is the reason why I am a member of the NBMBAA and why I aspired, at an early age, to obtain my MBA.”

The NBMBAA has also provided Nomblé with access to strong mentorship. “I’ve had the benefit of being mentored by exemplary leaders like Kent Cooke (Philadelphia), Dr. Earl Avery (Bentley University) and Dr. Gary Morton (Boston). I am appreciative of the mentorship, opportunities created, and lessons learned under the tutelage of these and countless other NBMBAA leaders.”

Highlights from Nomblé’s NBMBAA Journey

Coleman states, “Every step of the way, the NBMBAA provided me with valued financial resources and opportunities that helped me become a more well-rounded business leader. From starting as a Leaders of Tomorrow student, to receiving the LOT undergraduate scholarship to attend Bentley University, to sending me to China for CEIBS’ Pre-MBA bootcamp and coming full circle to win 2nd place at the National Graduate Case Competition.”

- 2003-2007: Leaders of Tomorrow Student, Philadelphia Chapter
- 2007: Leaders of Tomorrow (4-year, full-tuition) Bentley University Scholarship recipient
- 2010: NBMBAA Undergraduate Scholarship recipient
- 2015: [NBMBAA/China Europe International Business School \(CEIBS\) Essay Competition Winner](#), including an all-expenses paid trip to Shanghai, China for Pre-MBA bootcamp
- 2017: [NBMBAA Graduate Case Competition – 2nd Place Winner \(\\$15,000\) on Georgetown University Team](#), Awarded Individual Best Presenter
- 2018: Graduate, [Master of Business Administration, Georgetown University, Consortium Fellow](#)

Membership

Over the years, Nomblé has been an active member of the Philadelphia, Boston, and Washington DC chapters. She served in various chapter leadership positions such as President, NBMBAA- Bentley University Collegiate Chapter and, Director of University Relations, NBMBAA-Boston Chapter. She was also a LOT mentor and a LOT Case Competition judge. Nomblé has attended 15 National conferences and has loved how her participation evolved along the way. “I progressed from attending sessions as a high school student to recruiting for internship opportunities and networking with corporate sponsors for full-time opportunities. Now, as an MBA graduate & Corporate Sponsor, I am proud to serve as a recruiter at the conference, helping to provide opportunities for the next generation.”

Leader of Today and beyond

Currently, Nomblé is a Senior Associate Brand Manager at The Hershey Company, in Hershey, PA, where she grows iconic brands such as HERSHEY’S, REESE’S & KISSES. At Hershey, Nomblé is a leader on the Marketing Diversity Recruiting Team and she is a member of the African American Business Resource Group. Prior to pursuing her MBA, Nomblé spent

five years at EMC Corporation (now DellEMC) in Marketing-focused roles where her responsibilities included Partner Marketing, Demand Generation, Go-to-Market Strategy, and Brand Awareness. She graduated from Bentley University in 2011 with a Bachelor of Science in Marketing. In 2018, she graduated from the Georgetown McDonough School of Business, with a Master of Business Administration. Nomblé is also a proud member of Management Leadership for Tomorrow (MLT) and The Consortium.

As a final reflection, Coleman states, “It has been a blessing to have grown up with the NBMBA as a continued source of encouragement in my life. As my career progresses, I will continue to be an advocate for advancing the academic and professional careers of people of color and women in business. I look forward to evolving as a business leader, providing opportunities for others, and continuing to partner with the National Black MBA Association.”