

FELICIA WASSON

PUBLIC AFFAIRS EXECUTIVE, STRATEGY & CLIENT SERVICES LEADER

FELICIA TURRENTINE WASSON is a powerhouse in strategic communications and public affairs, with over 30 years of leading at the intersection of influence, impact, and innovation. A trusted advisor to Fortune 100 companies, government institutions, and mission-driven organizations, Felicia brings an unmatched ability to align strategy with purpose - and deliver results that matter.

She currently serves as Managing Director at The Penta Group, a premier stakeholder solutions firm in Washington, D.C., where she leads cross-sector client partnerships, drives organizational strategy, and shapes public narratives that spark lasting change. Known for her sharp instincts and steady leadership, Felicia is the kind of executive who sees around corners and builds bridges where others see barriers.

Her career spans iconic brands and critical institutions. At NIKE, Inc., she directed a \$19M Inclusive Community Portfolio, designing investment strategies that deepened equity and amplified community impact. At The Coca-Cola Company, she shaped public affairs initiatives across North America, led multicultural engagement, and built legacy partnerships that strengthened the company's standing in diverse communities. From influencing policy in the Michigan State Senate to directing public funding for health systems and aging populations, Felicia has built a career rooted in public service, corporate leadership, and transformative results.

Felicia is often sought after for her ability to lead with both intelligence and intention, balancing diplomacy with decisiveness, and vision with execution. She is a builder of high-performing teams, a convener of diverse voices, and a strategist who shows up with clarity, credibility, and conviction.

She holds a Master of Public Administration from Western Michigan University and a B.A. from Michigan State University. Her work has earned her national recognition, including the Clifton R. Wharton Distinguished Alumni Award and the "Women of Excellence" honor from Salute Selma, Inc.

Outside of the boardroom, Felicia is equally committed to mentorship, service, and legacy. She serves on several national boards, including the Women's Leadership Institute at Michigan State University and APIA Scholars. She is a proud member of Delta Sigma Theta Sorority, Inc., The Links, Incorporated, and the National Council of Negro Women.

Originally from Minneapolis, she now resides in Northern Virginia. And while her professional accolades are many, Felicia considers her greatest accomplishment to be raising her three sons: Joshua, Isaiah, and Evan.