

Moore Consulting Agency LLC  
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**Chiriga T. Moore**  
*Updated February, 2023*

Zoe Moore, Strategic EDI Consultant

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**Company Name** - Moore Consulting Agency  
Grow with Zomo Community- [Let's Grow Together!](#)  
**DBA-** #GrowwithZomo

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[HIGH RESOLUTION PHOTO](#)  
ADDITIONAL IMAGES

### **Buzz Bio 10**

Zoe Moore is a Strategic Equity, Diversity & Inclusion consultant holding leaders accountable for their commitment to supplier diversity, inclusive organizational culture and diverse representation in leadership.

### **Short Bio 100**

A Strategic Equity, Diversity & Inclusion consultant, Zoe Moore is challenging the status quo across the hospitality, events and tourism industries. She is using her platforms to educate leaders about supplier diversity, inclusive organizational culture and diverse representation in leadership.

Zoe Moore resides in Smyrna, GA with her 18-year-old son, Jourden Moore of JEM Innovations. She loves homemade chocolate chip cookies, photography and traveling.

### **Long Bio 1000**

Honorably discharged from the United States Army following 12 years of service, Chiriga Moore, affectionately known as Zoe (pronounced ZOH) completed an M.S. in Hospitality, Recreation and Tourism and then started an event planning company in Oakland, CA.

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Learning that Diversity, Equity & Inclusion (DEI) were not prioritized in the hospitality, events and tourism industries, she became an advocate to help spark dialogue and strategic action in the areas of supplier diversity, inclusive organizational culture and diverse representation in leadership.

Initially, spearheading the formation of an Inclusion & Diversity committee with MPI's Northern California Chapter, she decided to become a Certified Diversity Professional (CDP) to deepen her knowledge and place the focus on equity as a strategy. Having dissolved her company, LB Alliance due to COVID-19, she became the co-founder of Moore Consulting Agency LLC along with her son Jourden Moore. Doing business as Grow with Zomo she is helping leaders GROW while they develop their equity, diversity and inclusion strategies from INSIGHT to IMPLEMENTATION. Her services include but are not limited to speaking, authoring articles, online educational courses, dialogue facilitation, organizational assessments and strategic consulting.

The past co-chair for MPI's 2020 & 2021 Global Diversity, Equity & Inclusion Advisory Committee, Zoe is committed to holding industry leaders accountable to their expressed commitment to measurable and sustainable change. She continues to serve as a volunteer across several organizations that keep her actively engaged

Zoe is a contributing writer to Meetings Today, The Meeting Professional and popular industry publications along with her personal blog Unsolicited Advice. She resides in Smyrna, GA with her 18 year old son, Jourden Moore of JEM Innovations. She loves homemade chocolate chip cookies, photography, and traveling.

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## **EXTRA\*\*\***

### **My Story**

After 12 years in the Army, 2 tours in Iraq, Chiriga T. Moore was honorably discharged in 2014 then attended California State University East Bay to achieve an M.S. in Hospitality, Recreation & Tourism. Following school she ambitiously started Cultivate Event Artistry & Design and LB Alliance to help Black owned businesses execute events and strengthen their event services through professional development, promotion and collaborative support.

Creating her own lane she began referring to herself as an Event Resource Broker, a bridge between grass roots businesses and corporate entities. Determined to keep under-represented professionals informed about corporate opportunities while advocating on their behalf to associations. She went from event planner to advocate for Equity, Diversity & Inclusion. Spearheading the first of its kind Inclusion & Diversity committee for the Northern California chapter of Meeting Professionals International (MPINCC) she began her journey to becoming a Strategic EDI Consultant.

At the beginning of 2020, she officially dissolved both of her initial entities in Oakland, CA moved to Marietta, GA and spent quality time with her son. After the murder of George Floyd, her inbox was flooded with requests from leaders seeking advice on how to amplify Black owned businesses and strategically commit to social justice. She was afforded the opportunity to respond to inquiries in multiple ways:

- Contributing freelance writer for Meetings Today along with Greg D. Shields of Tourism Diversity Matters
- Supporting Sonia Alcazar Collier with the initial launch of The State of Events podcast.
- Leading the 2020 & 2021 Meeting Professional International (MPI) Diversity, Equity & Inclusion Advisory Committee Co-chair along with Tanida Mullen.

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- Collaborative partnerships with ROI Institute, Equimetrics, Mindstand Technologies and Travel Unity.

### **Certified Diversity Practitioner**

Proudly trained as a Certified Diversity Practitioner by the National Diversity Council, Zoe looks forward to collaborating with clients seeking to develop their Equity, Diversity & Inclusion strategy from INSIGHT to IMPLEMENTATION. Leveraging professional development, organizational assessments and critical thinking as resources Zoe facilitates dialogue that tackles disrupting workplace culture to ensure change is measurable and sustainable.

### **Unsolicited Advice**

Zoe's first blog called Unsolicited Advice addresses topics that are often labeled taboo. Named to be intentionally controversial, her goal is to prepare readers for uncomfortable, unpopular and often provocative perspectives meant to stir discourse. She firmly believes that EDI conversations that are taking place without involving history, human behavior, legislation, economics, religion and data are ineffective.

She is now working on an audio series called Unsolicited Advice: Eventerview Series where each episode is an interview with a professional that adds value to developing EDI strategies across the business ecosystem. Seeking comprehension through [https://drive.google.com/drive/folders/12mc\\_rE10C\\_lP-oflA3i-i3e0NE1Xnqwu?usp=share\\_link](https://drive.google.com/drive/folders/12mc_rE10C_lP-oflA3i-i3e0NE1Xnqwu?usp=share_link) dialogue, education and critical thinking, Zoe refuses to pacify the truth or congratulate individuals for their basic awareness. If those interested in her services are not genuinely interested in finding solutions or moving the needle, she refers them elsewhere.

Checkout her past articles and join the #growwithzomo mailing list to receive notifications about upcoming events, products and services.