

Latrice Collins Official Bio



Latrice Collins is the founder and president of **LRL Development**; a professional development company focused on identifying, building and enhancing the career brand. Ms. Collins is a Career Branding Strategist, with a 15 year background in Human Resources, and 10 years of various leadership roles within the banking, financial services and healthcare industries. Ms. Collins holds her undergraduate degree in Business Management from the **University of Illinois at Chicago** and her Executive MBA from **New York Institute Technology**. She graduated with honors.

Since 1990, Ms. Collins has enjoyed a dynamic career with a vast amount of significant accomplishments. Her success led Latrice to partnering with and coaching executives, leaders, and individuals in profit and non-profit industries where her passion for guiding and assisting individuals with their personal and professional development surfaced. As a result, Latrice developed *“The Perfect Fit for Careers Programs”* which incorporates her career branding books, workshops, seminars, keynote address and coaching tools that have helped individuals and companies climb to new levels. This innovative program helps individuals strengthen their professional position. Its foundation is built on the 4 Career Brand Elements and 20 Career Brand Attributes. There is even a 360 degree web base evaluation tool to identify how others see and value your career brand.

On September 9, 2010, Latrice was diagnosed with an extremely aggressive cancer called, Triple Negative Breast Cancer. After a year of surgery, radiation and chemo treatment, she is now in full remission. Through her journey of healing she became a proud member of Survivors on Purpose. A support group, sponsored by Baylor Health Center of Irving and led by founder Leslie Williams. The group was created with the express purpose of educating, comforting and empowering others.

In response to the numerous individuals struggling with employment, sickness and personal crisis, Latrice has merged her professional experience, personal journey and faith into her recent book, *“The Perfect Fit for Careers for Christians”*. This book puts a vivid perspective on how values, faith, and personal ownership has a direct correlation to career success. In her new book, Latrice focuses on helping people realize their personal purpose and potential.

Ms. Collins’ ignites people. She helps them recognize their current state and provides a clear blueprint for success. With her passion, experience, knowledge, and expertise, Latrice Collins will continue to help individuals, companies, and groups reach their maximum potential for a long time to come.