

TIERRA DESTINY REID
PROFESSIONAL BIO

“Courage is the most important of the virtues, because without it, no other virtue can be practiced consistently.” - Dr. Maya Angelou

Tierra Destiny Reid is truly an agent of change, but not in the traditional sense. Tierra believes that the greatest change we can make is within ourselves, and that begins with acceptance, awareness, and a conscious decision to become the greatest version of who we are. As a grateful mother of two and the CEO of TDR Brands International, Tierra takes a holistic approach to entrepreneurship and believes every encounter is an opportunity to grow.

Known for her unique mix of heart, accountability, and hard-driving business savvy, Tierra Destiny Reid has been driven by a heart for women and a mind for business from an early age. After a successful corporate career of strategically planning sales and developing marketing campaigns for multi-million-dollar brands, including Lancôme Cosmetics, MAC Cosmetics, Dolce & Gabbana, Ralph Lauren, and Usher, Tierra received a pink slip in 2009. When given the option to uproot her newly forming family or take severance, she chose the latter and officially embarked on her journey as a full-time entrepreneur. Using best practices she learned from her corporate career to fuel her transition to entrepreneurship, Tierra quickly hit her breakeven mark and exceeded her corporate salary in gross revenue. But entrepreneurship proved to reveal her weakness and areas of opportunity to grow within.

Upon achieving noteworthy success in sales, becoming a national speaker, operating a brick-and-mortar clothing store, and launching Design Your Destiny events, Tierra found herself still feeling misaligned. After a trip to the Grand Canyon in 2012, she surrendered to her healing and development journey, sold her storefront, and decided to become her own project. From this inner journey, she authored *The Power of Peace in a Pause*, and began hosting intimate healing retreats for women.

In 2016, Tierra took this mission to South Africa, partly, in search of her deeper roots and identity beyond modern-day programming and to help other servant leaders reconnect with themselves away from all of their daily responsibilities. In the valley moments of her life, Tierra launched The When Women Heal Movement after listening to the hearts and stories of so many courageous women. This set the foundation for The Global Leadership Summit, which was birthed in Johannesburg, South Africa, and serves as a bridge to connect women from the U.S. and South Africa to exchange resources and for opportunities to grow and heal.

Her unconventional and inspirational approach to life, business, and leadership has made her a sought after speaker and contributor. Tierra has been featured on Good morning America's Work Spot, O the Oprah Winfrey Magazine We Hear You Section, Success Magazine, and more! Her voice brings clarity, inspiration, and accountability to her audience through her willingness to share her mistakes to remind others that everything we encounter can be used for good.

Today, Tierra offers business consulting and advertising opportunities to small business owners looking for an authentic platform to share their story and serve their community. She firmly believes that when women heal, we find clarity and inner peace. With that inner peace, comes power. And when that power is used for good, everyone wins.