Makeda Matthews, a rising star at L Brands located in Columbus, OH, past, present, and future Bearcats know her as she continues to, “lift as she climbs.” Four years removed, Ms. Matthews is a concrete example of building a better tomorrow, and never hesitating to reach back.

In 2016, she created the Business Fellows Alumni Society and in a short time, she identified and ignited alumni. In addition to the alumni society, Ms. Matthews is a member of the Business Fellows Advisory Board. Beyond her thought leadership and her willingness to roll up her sleeves, her sheer dedication and selflessness is amazing. She makes it a point to drive the two hours from Columbus, OH. She never offers any excuses and makes it her duty to be present for meetings and events.

Lastly, Ms. Matthews is an additional resource in our recruiting and co-op/internship efforts. The Lindner Undergraduate Admissions and Recruitment team always connects her with prospective underrepresented students and parents in the Greater Columbus area. She has also opened the doors for students to gain professional experience at L Brands, including arranging two professional visits for the program.

She is truly a leader for giving her time, talent, and treasures to drive success for the next generation of aspiring business professionals.