



raben

SENIOR ADVISOR SPOTLIGHT

WITH ERICA P. LOEWE

***Communications Strategist +
Political Commentator***

Q.

What brought you to Raben, and what drew you to this work?

Raben has its finger on the pulse of so much in this country. If you need anything, there is always someone who knows someone.

Q.

Drawing on your previous leadership experience, what perspective do you bring to organizations navigating today's challenges?

From advising senior government leaders to partnering with artists, advocates, and influential voices, my goal is always to create meaningful connections that amplify impact.

Q.

What challenge do you think organizations are overlooking right now?

The difference between diversity and access.

Q.

What issue or trend are you watching most closely, and why does it matter for leaders today?

The retreat from DEI creates the risk of leaders losing trust and relevance, especially when the political pendulum swings the other way.



What's one question every leader should be asking themselves right now?

Who isn't represented at the decision-making table?

About Erica

Erica Loewe serves as an independent advisor to Raben and select clients on a range of communications and public affairs matters, with a primary focus on Black media outreach. She is a communications strategist and political commentator with over a decade of experience at the intersection of media, politics, and entertainment.

Before Raben, Erica served as special assistant to the president and chief of staff in the White House Office of Public Engagement, where she was responsible for making the White House accessible to as many Americans as possible. She was previously the director of African American media for President Biden and Vice President Harris. Before joining the Biden-Harris administration, she served as deputy communications director to House Majority Whip James E. Clyburn (D-SC) and as a key advisor to Chairwoman Maxine Waters (D-CA), where she also served as deputy communications director on the House Financial Services Committee.

The University of Florida graduate and Miami, Florida, native has been recognized as one of The Root 100's Most Influential Black Americans, Essence Magazine's Power 40, ColorComm's 28 Black Women in Communications Making History, and as one of the U.S. Black Chamber of Commerce's 50 Under 40, as well as being a recipient of the Washington Association of Black Journalists Excellence in Communications award. In 2024, she was featured in "The Sixth," an Emmy Award-winning documentary produced by A24 and Change Content that chronicled her experience during the January 6th terrorist attack on the United States Capitol. Following the release of this award-winning documentary, the National Newspaper Publishers Association recognized Loewe at its national convention with the "Future Goes Viral" Award.

