



Black Leadership Advisory Council: Toddricka Matthews

Name: Toddricka (Toddy) Matthews

Title: On Premise District Manager – Hawk Division

Location: Dallas/Fort Worth, Texas

Date of Hire: November 2016



Why did you choose to participate in BLAC?

I decided to participate in BLAC because I discovered I was one of two African American female retail wine sales representatives in the Grand Prairie salesforce. As a result, I found myself looking for someone with my characteristics to look up to within RNDC. Not seeing that representation motivated me to become a leader so that future sales representatives would have someone to look up to. I want to show Black women that you can succeed within any workplace.

What do you hope to accomplish as a member of BLAC?

As a member of BLAC, my main goals are to set standards to help propel fellow African American leaders, be a voice for my fellow co-workers and be a sounding board for upper management.

What is your vision for current and future Black professionals?

Seeing Black professionals in positions of power gives other Black men and women hope that they too can achieve their aspirations. During my tenure in BLAC, my aim is to see more Black professionals get promoted into leadership roles and for the workplace to be an accurate reflection of the communities it represents.

Why does representation matter to you?

Representation catalyzes the unification of ideas for a collective goal. The paths to an end goal may differ, but having a person advocating on a group's behalf leads to inclusion and support from others, which in turn helps us reach a common goal. Without proper representation, important ideas and innovative concepts can be missed, leading to institutionalized policies or guidelines that make it harder for certain groups to excel.

**REPUBLIC NATIONAL
DISTRIBUTING COMPANY**

