

A portrait of Gloria Mayfield Banks, a woman with short, dark, curly hair, smiling warmly at the camera. She is wearing a leopard-print blazer over a black top, with a beaded necklace and a ring visible. She is sitting on a yellow cushioned sofa. The background is a bright, out-of-focus interior.

*Gloria  
Mayfield  
Banks*

SUPER BAD ALL DAY LONG





TEACHER | TRAINER | MENTOR | COACH | MOTIVATOR





# Gloria

## MAYFIELD BANKS

Dr. Gloria Mayfield Banks is a motivational success strategist who has consistently beaten the odds to achieve phenomenal success in her life and business. She over-came dyslexia, domestic violence, and a painful divorce, to obtain a MBA from Harvard University and become a top sales executive and a multi-millionaire entrepreneur.

Gloria began her professional career in the computer industry; first as a sales representative for IBM, and later joining Stratus Computers as a manufacturing marketing manager. She went on to become Assistant Director of Admissions at the Harvard University School of Business, where she traveled nationally and internationally to recruit students.

In 1988, as a single mother of 2, faced with a difficult divorce, Dr. Banks began selling Mary Kay products to supplement her income. Within a year she set company sales records, and within a few years, her business had grown to over \$24 million in retail sales and a sales group of over 6,000 consultants. Her record-breaking ascent to Elite Executive National Sales Director, the highest sales position, was faster than anyone in the company's 50-year history. Gloria is one of only three women who currently hold this position in the entire United States.

Gloria is best described as "Energy in Motion!" She is an internationally renowned motivational speaker and sales trainer, an Elite Executive National Sales Director with Mary Kay, Inc., a communications consultant, and one of the founding partners of Charisma Factor, Inc., a corporate event planning company. Considered an expert in the fields of motivation, self-esteem, and sales training, Gloria has trained internationally in China, Russia, Mexico, Canada, Germany, South Africa, United Kingdom, Australia, Kazakhstan and Brazil. She often works with children, motivating them to get a jump-start in school and in their personal lives.

Gloria is always on the go, traveling the country speaking to hundreds of people at her special event workshops. Her message is strong. She is known for her dynamic storytelling ability and uses creative humor to impact her audience.

She presents her ideas and thoughts in a conversational style with confidence; yet her enthusiasm is contagious. One of her best-known workshops – "People-ality" – teaches the potency of people skills. Known for her high energy and her inspirational teaching style, Gloria presents her expertise in What It Takes, an online professional and personal development series for leaders and career professionals that provides expert insight and practical strategies to achieve greater success.

Gloria's enthusiasm is contagious and her message is strong. "Success is a choice that once committed to can be achieved!" A dynamic storyteller, Gloria presents her ideas and thoughts in a conversational style and uses creative humor to impact her audience. She has demonstrated by her own example, that through determination and hard work, any goal can be achieved.

Gloria has shared her secrets of success with national media audiences appearing on CNN with Soledad O'Brien, ABC-TV, and CNBC with Donny Deutsch on "The Big Idea". She has also appeared in Fortune, Connect, Black Enterprise, Glamour, Working Woman, PINK and Ebony Magazines. Most recently, Gloria was honored as one of the "Outstanding Leaders in the Workplace" by the Baltimore Area YWCA. There is a Harvard Business School case study included in graduate level textbooks and taught to many business students nationwide named "Gloria Hilliard Mayfield at Mary Kay Cosmetics."

Gloria is married to Ken Banks who is also a business owner and self-made millionaire. He is the founder of Banks Contracting Company and Banks Development Group. Ken is no stranger to purposeful, visionary large-scale projects. He has maintained his position as an award-winning industry leader in delivering mega-scale construction and development projects. As an active community leader, Ken sits on many boards including the Johns Hopkins Bloomberg School of Public Health - Health Advisory Board, the University of Maryland Medical Center- Board of Visitors, and the R Adams Cowley Shock Trauma Center- Board of Visitors. Gloria and Ken share four adult children and reside in Maryland.



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#### TRENDSETTER SPOTLIGHT

STORY BY GRETA WHEELER

Walking into what she thought was only a simple skin care class turned out to be a pivotal moment for the entrepreneur powerhouse and motivational speaking phenomenon, Dr. Gloria Mayfield Banks. When Banks accepted the invitation from a friend to attend a Mary Kay skin care class, she had no intention of going any further than that. Dr. Banks was juggling a hectic lifestyle, facing divorce, raising two small children and committed to 60-70 hours a week on her job. Banks was already earning a great salary, but admitted to entertaining the thought of earning more money. "So there I was in this skin care class, certainly wasn't thinking about it in that light because I didn't wear makeup. I [only] wore lipstick and mascara. I just happened to go to a skin care class and when I saw the kind of fun they were having, I decided that maybe this was a fun way for me to make extra money," she explains.

Today, she is an Independent Elite Executive National Sales Director for the billion-dollar company and her success with Mary Kay, Inc. has put her in the spotlight, appearing in international publications such as  *Ebony* ,  *Glamour* , and  *Fortune*  Magazine. Before joining Mary Kay, Banks held executive positions with major companies such as IBM and Sprint Computers. She also held a position at the Harvard University School of Business as Assistant Director of Admissions.

Success has never been out of reach for Dr. Banks. She, along with her three sisters, were raised in a two-parent home and were taught by both parents to embrace confidence and a healthy level of self-esteem. Banks shares that her parents were wonderful at equipping her and her sisters to African-American heroes. She and her sisters are all very successful entrepreneurs. The eldest sister, Pamela Hilliard Owens, is the founder and CEO of three related writing, publishing, and marketing companies headquartered in Detroit, Michigan under her global flagship "Writing is Right for You" brand. The second eldest sister, Amy Hilliard, is President of Fashion Fair Cosmetics, the largest Black owned cosmetics company in the world, and her youngest sister, Wendy Hilliard, the first African American Rhythmic Gymnastics International Gold medalist and a U.S. Hall of Fame Gymnast, runs her own gymnastics foundation in Harlem, New York, the Wendy Hilliard Foundation. Banks makes it clear that neither of her parents were entrepreneurs but

it was their upbringing that navigated her in that direction. "It was not brought up in a home of entrepreneurship. It was not my desire to be an entrepreneur. It was clearly my desire to climb the corporate ladder," she shares.

Dr. Banks admits that although she once aspired to become a corporate mogul, working with Mary Kay removed her from the mainstream corporate environment and allowed her to express who she really is, a vivacious and energetic woman with a magnetic personality.

While she maintains a prosperous career with Mary Kay, there is so much more to Dr. Gloria Mayfield Banks. She is co-owner of Charming Facade, a premier company that specializes in marketing, design, promotion, product development and distribution all associated with corporate event planning. "She is an international motivational speaker, and hosts 'What it Takes,' an online professional series that appeals to individuals who desire to grow professionally."

Dr. Banks personifies the character of a victor, for she has conquered many stumbling blocks in her life. She defied dyslexia and became an academic champion by receiving a MBA from Harvard University. She also survived a difficult marriage and often tells people that she is a hard working, very successful, educated, professional woman who was in a domestic violence situation for 10 years. Banks is very transparent when sharing her story with others. "When I teach women about leadership, I tell them that women will pay attention to you when you reveal the truth about yourself. Everybody has a story," she shares.

Today, Dr. Banks is happily married to Ken Banks, whom she describes as a very successful and driven man. He is a devoted husband and father, passionate philanthropist and an award-winning leader in construction and real estate development. She joyfully shares how she and Ken have blended their lives with their four children who are now all successful adults. Seventeen years later, their marriage is still standing strong.

Dr. Banks' goal is to reach the position of number one in Mary Kay on an international level. She expresses a strong passion for teaching and mentoring women because she enjoys sharing the strategies that have positively impacted her life. It is her sincere wish that her teaching will inspire and empower them to embrace the freedom to make their own choices and create the journey of their dreams. ■

*Gloria Mayfield Banks*  
Mary Kay Cosmetics Superstar  
and Motivational Extraordinaire



High Definition Women

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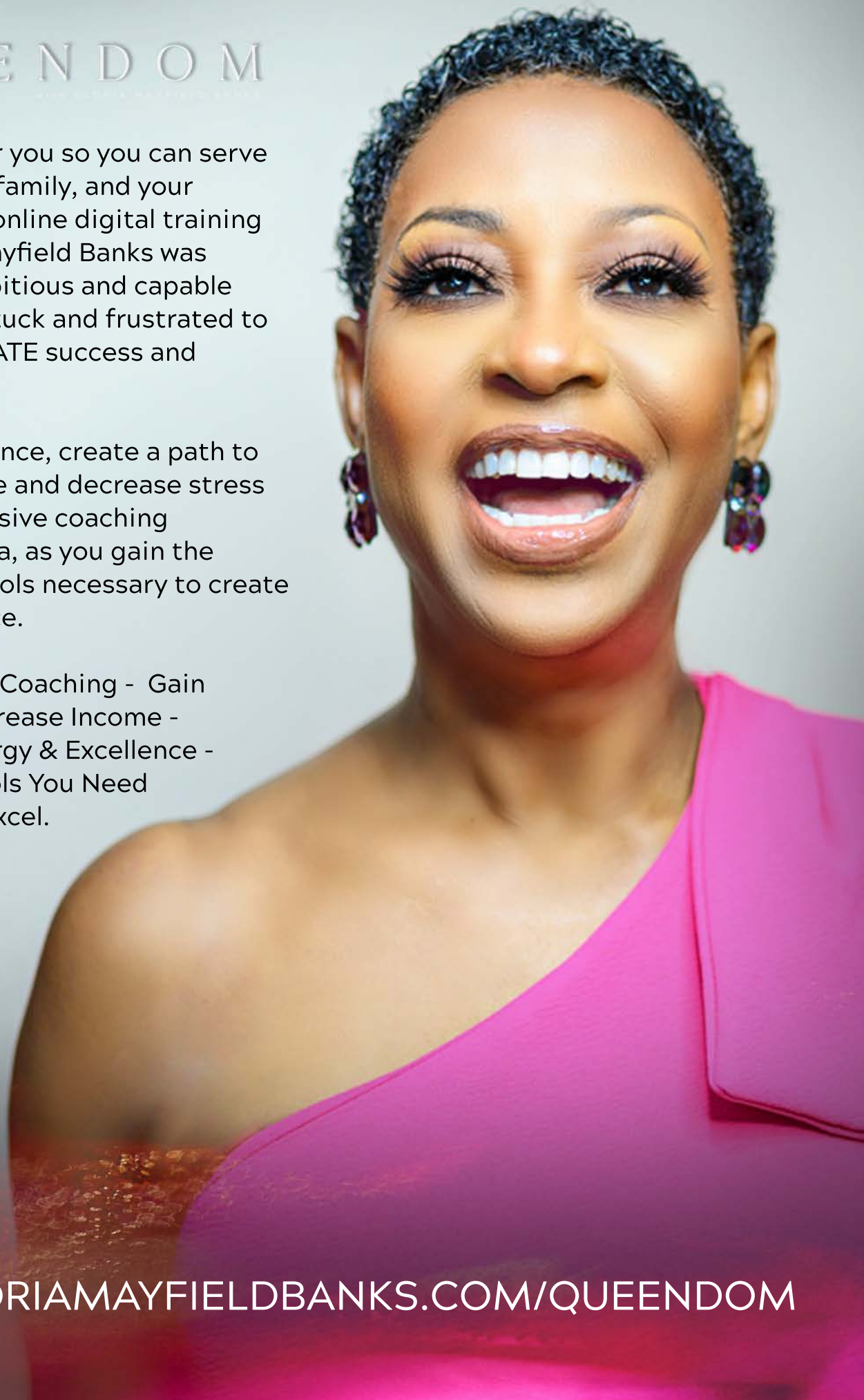


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POWERFUL.”

*Gloria Mayfield Banks*



