

MONIKA PIERCE

speaker. coach. strategist



ESSENCE

InStyle



FO
the FEMALE QUOTIENT

Oprah's
2020 VISION:
YOUR LIFE IN FOCUS
LIVE ON YOURS!



HERAGENDA

REAL

RELEASE
THE PRESSURE

ABOUT MONIKA

Monika Pierce, founder of The Homegirl Collective, a virtual wellness community dedicated to Black women, is a dynamic coach and community leader whose unwavering commitment to physical and emotional wellness has spanned over 14 years, transforming the lives of thousands of women and men. Monika's passion for empowering communities and driving social impact initiatives began as a "unofficial" reading tutor beside her mother at the age of 10. Her dedication continues today as she fiercely advocates for equity and representation of diverse populations in the health and wellness industry. Monika's commitment to representation in health and wellness began with her own personal journey—when she "released" 86 pounds in 2010. Her journey is a testament to the power of accountability and self-discovery. "It has never been about the weight I lost but what I gained that makes it a story about transformation."

Monika advises organizations across various industries on operations, change management and meaningful DEI strategies that drive employee engagement and broaden their customer base. She leads customized wellness workshops specifically designed to support underrepresented employees.

As the first ever Global Head of Diversity & Inclusion at WeightWatchers International (WW), Monika led with a holistic approach to empowerment and change. Her impressive accomplishments include the production of WW's presence at Oprah's groundbreaking national tour, **2020 Vision: Your Life in Focus** (9 cities) which welcomed over 120,000+ attendees, the inaugural collaboration with **Essence Festival of Culture**, where she hosted a private event featuring WW coaches and celebrity brand ambassador Tamela Mann and the a transformative partnership with the **American Heart Association** and 40 churches dedicated to Black communities across 5 major cities. In 2020, Monika's launched a collection of virtual wellness workshops dedicated to underrepresented and marginalized communities thereby increasing member satisfaction (+14 pts) and 250% growth in attendance becoming the company's most successful workshops.

Known for her direct and relatable coaching style, Monika has also served as a Celebrity Wellness Coach for esteemed clients including Grammy award-winning Ciara, TV personality Nina Parker, and renowned Chef Millie Peartree. Her expertise has been featured on The Real and Oprah's Your Life in Focus virtual events, inspiring audiences with her wisdom, authenticity and ability to find humor and joy even in the toughest moments. She has also been highlighted in Essence and InStyle magazines for her fitness coaching.

Monika is a AFAA certified group fitness instructor and has collaborated with local organizations to provide educational and interactive programming prioritizing diverse communities. Complementing her holistic approach, she is a certified Holistic Nutritionist, emphasizing the importance of nourishing both the body, mind and spirit.

Monika Pierce's dedication to wellness, community empowerment and inclusive advocacy continues to inspire and uplift those she encounters, leaving an indelible mark on the world of holistic health and personal transformation.



Booking Information

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