



BLACK COLLEGIATE GAMING ASSOCIATION

Keshia Walker

Founder & Chairwoman

Founded in May 2020, The Black Collegiate Gaming Association (BCGA) is chaired by Founder/Owner, Keshia Walker. Keshia started BCGA after 22 years of successfully running an award-winning agency, Insights Marketing, that specializes in the corporate and sports industries via digital & social media marketing, new product launches, celebrity sourcing, celebrity alliances and partnerships, event management & staffing, sponsorship activations, brand messaging, sports promotions, experiential marketing, product sampling and live demonstrations.

The Black Collegiate Gaming Association is a double minority owned, collegiate esports and gaming company with the ultimate goal to create a pipeline for Black college students to gain corporate roles within the gaming and tech industries. BCGA specializes in esports and gaming education, producing professional gaming summits and conferences, connecting student talent with top companies for internship & career opportunities and sourcing corporate partners for scholarship and mentorship opportunities to the colleges and students that are formally known as charter member institutions of BCGA.

She created history by becoming the first African American woman to own a collegiate esports and gaming company in America. Keshia's efforts to diversify this space will include: The production of Black College Con and Women Got Game Summits where she will connect both Black and women of color college students to great women and Black leaders in the industry through panel discussions, meet and greet career fairs and esports tournaments. In the short time that BCGA has been around, Walker has managed to secure partnerships with industry leaders such as GameStop, HyperX Gaming, Intel Corporation and RIG Gaming amongst others.

As BCGA continues to thrive and build, leveraging key connections with HBCUs and strategic corporate partners is integral to its growth and paying it forward.