



*Future Business Leaders of America-Phi Beta Lambda, Inc.*

FOR IMMEDIATE RELEASE

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### **FBLA-PBL renews strategic partnership with KPMG to offer Branding U Series**

Series to help college students build strong personal and professional brand with emphasis on diversity, equity, and inclusion

Reston, VA. - The Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) -- the premier student business organization -- today announced its renewed partnership with global professional services firm KPMG LLP. The partnership will offer opportunities for all student members to participate in the KPMG Branding U series, which will dive into how to build a strong personal and professional brand.

"KPMG is excited to renew our partnership with FBLA-PBL to continue offering the innovative Branding U series to help students develop business and leadership skills, understand our diversity goals and build a strong personal and professional brand to help them succeed," said KPMG National Partner in Charge, University Talent Acquisition, James Powell. "As a professional services firm, our people are what makes us successful, so that is why bringing business and education together is critical to success."

Through the KPMG partnership, FBLA-PBL students gain access to a four-part series of workshops to include: Innovation and Traits of a Leader, Building Your Resume, Networking Your Way to Success, and Acing the Interview. New this year, KPMG will incorporate Diversity, Equity, and Inclusion (DEI) information into each of the workshops. FBLA-PBL's board of directors acknowledges that DEI is a critical core value to achieving the organizational mission of preparing students to become community-minded business leaders.

"The KPMG Branding U series has always been well received by student members, so I look forward to the continued partnership and the ability to continue the Branding U Series with an emphasis on DEI," stated FBLA-PBL President & CEO Alexander T. Graham.

The FBLA-PBL and KPMG partnership began ten years ago. Over the years KPMG has been heavily involved in the educational content, conferences, and workshops that FBLA-PBL provides to members. Together KPMG and FBLA-PBL look forward to continuing to prepare students for their next chapter as future business leaders.

#### **About FBLA-PBL, Inc.**

Future Business Leaders of America-Phi Beta Lambda, Inc., the premier student business organization, is a nonprofit 501(c)(3) education association with a quarter million members and advisers in over 6,500 active middle school, high school, and college chapters worldwide. FBLA-PBL's mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant

career preparation and leadership experiences. The association is headquartered in Reston, Virginia, just outside of Washington, D.C. For more information, visit [www.fbla-pbl.org](http://www.fbla-pbl.org).

**About KPMG LLP**

KPMG LLP is the U.S. firm of the KPMG global organization of independent professional services firms providing audit, tax and advisory services. The KPMG global organization operates in 146 countries and territories and has close to 227,000 people working in member firms around the world. KPMG is widely recognized for being a great place to work and build a career. Our people share a sense of purpose in the work we do, and a strong commitment to community service, inclusion and diversity, and eradicating childhood illiteracy. Learn more at [www.kpmg.com/us](http://www.kpmg.com/us).