Freddy Coleman, MBA MEng

Freddy Coleman is a tech strategist—he is the Founder and CEO of GhanaMade, a digital media and online publishing company established to amplify Ghanaian and African culture, music, tourism, and lifestyle. It has scaled to audience of tens of thousands engaged daily with operating footprints in New York, London, and Accra. He is also a technology strategy consultant working for Accenture. His work contributions in professional services have made impacts of +$200 million in sales with national financial institutions and tech companies.

Coleman began his career in the financial services and healthcare industries as a tech consultant, building deep experiences at EY (Ernst & Young) and St. Luke's University Health Network.

As a noted speaker, Freddy has spoken at a myriad of institutions and conferences on topics ranging on tech transformation in global enterprises in Africa, the future of work with the impacts of virtual workplaces & cloud technologies, focus on STEM degrees and talent pipeline building in higher education, and sustainable development efforts in Western Africa. Some of the places he has spoken include the United Nations, the US Embassy to Ghana, National Society of Black Engineers-Ghana, and more. In 2019 Coleman was named a finalist for 30 under 30 by the Future of Ghana non-profit organisation.

As a passionate activist and humanitarian, Coleman currently serves as a trustee of Lehigh University and a director of the Lehigh University Alumni Association. He has served on various non-profit boards including, National Society of Black Engineers, NSBE Professional Board of New York, and the Wilson Area Partners in Education Foundation.

Coleman has an MBA in accounting and brand marketing from the Quantic School of Business, and a MEng in technical entrepreneurship (cum laude) and a BS in business information systems, engineering, and Africana studies from Lehigh University. In his free time he is an avid traveller, restaurant-goer, cook, and member of his local gym.