

# 20 | LEADERSHIP 26 | CONFERENCE

## Andrea Billups

### **BRINGING YOUR AUTHENTIC SELF TO LEADERSHIP**

What kind of mask, or game face, do you put on when you step up to lead? Are you showing up as your authentic self or have you become an MBA-amped, LinkedIn-following manager bot? These are candid questions to ask and maybe tougher still for many to answer.

As we navigate a world of complicated messages about what it means to be a true leader, this talk centers on cultivating not just teamwork but inspiring your teams with a heightened focus on individuality. In doing so, we empower bolder thinkers and a mindset of independence and confidence as we teach others how to lead. When we show up as ourselves, showcasing vulnerability, understanding and personal investment in one another — when we're not afraid to get real — we create significant trust within our organizations. We also inspire our colleagues to approach new roles and ideas with a permission-to-try sensibility. You -- can be your superpower.

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# Andrea Billups

## **Executive Director of Editorial at Duke University**

Andrea Billups is a nationally recognized communications leader with over twodecades of experience spanning journalism, higher education, nonprofit advancement, and digital media. A proven strategist and storyteller, she has led award-winning teams in mission-driven institutions and major media organizations.

As Executive Director of Editorial for Duke University's Office of Alumni Engagement and Development, Andrea oversees storytelling and brand strategy reaching more than 180,000 global stakeholders. Her expertise includes cross-platform content, alumni and donor engagement, and strategic marketing.

Previously, Andrea held senior journalism roles at PEOPLE Magazine and The Washington Times, with work published in TIME, Newsweek, Reader's Digest, US News, and The Washington Post. She is the author of *A Slaying in the Suburbs* and *Good in the Woods*. A Marshall University Journalism Hall of Fame inductee, Andrea holds degrees from the University of Florida and Marshall University and lives in North Carolina.