

ALICA BROWN

PHONETICALLY: A-LEEKA

SVP, PHILANTHROPY & COMMUNICATIONS
URBAN LEAGUE OF BROWARD COUNTY

Alica Brown stands as a distinguished luminary in the nonprofit sector, renowned for her visionary leadership, strategic ingenuity, and exceptional ability to cultivate meaningful relationships. As Senior Vice President of Philanthropy & Communications for the Urban League of Broward County, she leads a team of dedicated community advocates, driving transformative social impact, exemplary stewardship, and signature initiatives that illuminate and advance the organization's mission.

Since joining the Urban League in 2008, Alica has been a transformative force, leaving an indelible imprint on the organization through bold strategies, innovative campaigns, and a relentless focus on impact. She has energized donor support, amplified the Urban League's voice, and strengthened its presence in the community, turning ambitious ideas into tangible results. Through her visionary leadership and unwavering dedication, Alica has inspired a culture of generosity and strategic growth, redefining what's possible in mission-driven philanthropy and shaping a lasting legacy.

With nearly two decades of success in fundraising, marketing, and communications, Alica has built a career centered on helping organizations and businesses thrive. Inspired to merge her strategic expertise with her creative passions, she launched Sweet Scentsory—a brand born from her commitment to wellness and intentional living. Rooted in her belief that everyday rituals should inspire joy, Sweet Scentsory offers a curated collection of natural, non-toxic home fragrances designed to elevate spaces, spark connection, and enrich daily life.

Alica holds a bachelor's degree in Marketing from the University of Central Florida and an MBA from Nova Southeastern University. She is a proud graduate of Leadership Broward Class 34 and the American Express Leadership Academy. AAB has served in various volunteer leadership roles with nonprofit, community, and educational organizations, including Youth Leadership Broward, the National Black MBA Association, and the Greater Broward County (FL) Chapter of The Links, Incorporated.

Her contributions to the social and nonprofit sector have earned distinguished honors, including recognition as one of South Florida's Most Powerful and Influential Black Leaders by Legacy Magazine (2018), recipient of the Diversity and Inclusion Nonprofit Award from South Florida Business and Wealth Magazine (2023), and the Outstanding Fundraising Executive Award from AFP Fort Lauderdale/Broward Chapter (2024), and Florida Panthers Black Excellence Honoree..

Beyond her work, Alica is passionate about travel and finds inspiration in music, art, and cultural exploration.