

Grow Your Own Way

with **Kevin Boston**



As Mailchimp's Customer Team continues to expand, so does the number of opportunities to grow your career. In this series, we spotlight our peeps and the diverse paths they have taken to get to where they are now.

Recently, the Customer Communications team caught up with Advanced Trainer and Facilitator and HUES Chair **Kevin Boston** based in Atlanta. In July, Kevin accompanied Intuit's Corporate Responsibility team on a trip to Los Angeles for an amazing opportunity to give back and support [The Hidden Genius Project](#).

What is the Hidden Genius Project and how did you become involved?

I've been connected to Intuit's ERG group, the Intuit African-American Ancestry Network (IAAN) since the acquisition, and in building relationships and keeping up with their Slack channel. Tia Bradley, Global ERG Leader, told me about this great volunteer opportunity with the Hidden Genius Project (HGP). I went to their website and learned the organization focuses on technical programming, professional training and leadership skills for Black teens in Oakland and South Los Angeles. A lot of times, growing up in these areas, the kids aren't exposed to opportunities within tech. I was super excited to meet these hidden geniuses who are building apps, learning code and so much more. In my opinion, they're no longer hidden, they're geniuses who have bright futures!

Why is working with organizations like The Hidden Genius Project important?

It's very important to diversify the pipeline of talent. Working with HGP shows Mailchimp's commitment to DE&I of course, but more importantly, we're providing opportunities for youth who may not have exposure to the world of technology. They also learn that you don't have to specialize in tech to work for a tech company. And now, we'll have some hidden geniuses from Compton and South Central who may grow up to be the next CEO of the greatest tech company in the world all because they had exposure.

What do you focus on during the workshops?

Our first virtual workshop was in May called, "Find Your Why." We had the kids think about what they love to do, what they don't like to do, what are their strengths and what drives them when it comes to their passions. We asked them to envision what a successful career looks like. When I visited the kids in California, we dug a little deeper and tapped into their natural skill set and presented options and opportunities for them within various industries. In addition we hosted courses on finances and job readiness and provided them with the tools they need to kickstart their professional career paths.

What's next with Intuit's work with the Hidden Genius Project?

The organization just kicked off a new cohort of students in Detroit, and Atlanta is next. I'm assuming that will start in 2023. We're really looking forward to partnering with HGP here in Atlanta.

How has this experience impacted your professional growth and development?

For me, the experience put everything into perspective. The "Find Your Why" exercise with the kids prompted me to look introspectively. Why am I doing what I'm doing? How can I make an impact within the Customer Team, Customer Education, and training?



What is your “Why”?

I love empowering people. Anyone that knows me, whether it’s through Hues or working closely with me day-to-day, you know that I value the opportunity to encourage and uplift people I’m around. So in training, I love that I’m able to be myself while inspiring people. My “why” is all about how I can inform, motivate and empower others.

What influenced your decision to join the Customer Team?

When I started with Mailchimp over five years ago, I joined Tech Support and was there for almost 2 years. I did well, but thinking about my natural skill set, the People and Culture department was a great fit. Culture is my life and I love contributing to the employee experience, but ultimately I shifted back to Customer for 2 reasons: I stayed in my role for 3 years with the People team and I enjoyed it but I wanted to switch it up a bit. Also, after the acquisition I saw momentum building within the Customer Team and I wanted to be a part of what was to come.

Who has had the biggest influence on your career and why?

My biggest influence is my pastor, Glenn Collier. He’s actually the father of fellow Mailchimp employee, Joy Collier. Personally and professionally he’s a mentor, a trusted advisor and like a father to me. Through him, I learned so much because I was a hidden genius myself and I wasn’t exposed to certain aspects of life, new environments and navigating the corporate world. He took me in and taught me not just spiritual principles but also business acumen, interviewing skills, understanding and maturity.

In your current role, how do you champion customer obsession?

You know, I say this humbly, but I just have it. I care about the Customer Team and our customers, but also I’m a people person. I started in the restaurant industry so I have lots of empathy and understanding for small business owners as well as a personal passion for the underdogs. The hidden geniuses I met in LA could be seen as the underdogs, but only because of where they come from and what they have access to. Also, sitting on the Customer Education team, our employees are my internal customers (along with our external customers who I train during webinars). I love what I do, and hopefully it has a lasting and positive impact.



Please share some favorites with us.

Favorite life motto or quote you live by:

“Mindframe of royalty and posture like a servant.”
- Kevin Boston

Favorite hobby: Spending time with my family, working with the Hidden Genius Project, and creating music

Favorite movie: *Boyz N the Hood*

Favorite TV Shows: *The Fresh Prince of Bel-Air, Chicago Fire, Chicago P.D., and Chicago Med and Married at First Sight*

Favorite sports: All New York Teams - Yankees, Knicks, Giants, Brooklyn Nets

Favorite food: Lasagna

Favorite app: Instagram

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