



QUEENIE DONALDSON

Executive Bio

Queenie Donaldson is a businesswoman, networking guru and infopreneur. While pursuing her passion as a talent executive and producer, she also made a career of securing celebrity talent for some of the most high-profile entertainment events in the industry. With a clear understanding of pop culture, Queenie keeps her finger on the pulse of the entertainment industry.

Queenie is the founder and CEO of Queens Entertainment Group, Inc. (QEG), launched in 2004. Based in Los Angeles, QEG is a global, woman-owned, all-inclusive small business, offering a wide spectrum of services, including A-list celebrity talent booking, strategist, celebrity brand partnerships, production, and entertainment consulting and coaching. A consummate professional, her reputation affords QEG a valuable network of contacts that is beneficial to serving the needs of her clients.

For more than a decade, Queenie has quietly worked behind the scenes as one of the most sought-after celebrity talent producers for various networks and production companies, such as BET, TV-One, VH-1, OWN, Showtime, A&E, We TV (owned by AMC Networks), Viceland as well as Telepictures – just to name a few.

She has also been the industry's go-to woman for more than 50 of Hollywood's most elite and luxury live events, global music festivals, celebrity private events, broadcast award shows, blockbuster movie premieres and national broadcast events.

The Royal Treatment

Queenie has successfully booked, produced and consulted for esteemed clients and noteworthy projects for award-winning talent and industry heavyweights like Stevie Wonder, Alfre Woodard, Robert DeNiro, Regina King, Tyler Perry, Kim Kardashian West, Kanye West, Khloe Kardashian, Jada Pinkett Smith, Regina King, Ava DuVernay, Mahershala Ali, Kandi Burruss Tucker, Idris Elba, Omari Hardwick, Angela Bassett, Samuel L. Jackson, Maroon 5, Chris Brown, Martin Lawrence, Will Smith, J. Cole, Alec Baldwin, Justin Timberlake, Drake, Vivica A. Fox, T.I., Ludacris, Shaquille O'Neal, Kobe Bryant, Terrell Owens, LL Cool J, Gabrielle Union, Tyra Banks, Serena Williams, Snoop Dogg, Nick Cannon, Ray J, Sofia Vergara, Jennifer Lopez, Sean "Puffy" Combs, Queen Latifah, Bozoma Saint John, Nicki Minaj, Dwayne Johnson, Halle Berry, Michael Jackson, Beyoncé, Prince, Taraji P. Henson, Monica, Brandy, Chaka Khan, Chris Paul, Anthony Davis, LeBron James, Michelle Obama, Kevin Hart, Jessica Alba, Justin Bieber, Mario Lopez, Meagan Good, DeVon Franklin, Bishop T.D. Jakes and many more.

Queenie has also worked with some of the top brands as Nike, Brand Jordan, Converse, Cîroc, and Chambord; corporate clients, non-profit organizations and agencies like Allied Integrated Marketing, Walton Isaacson, The 360 Agency, Susan G. Komen, YWCA, Easter Seals; plus, a host of entertainment and media companies, including Universal Pictures, Lionsgate/Codeblack Films, REACH Media, Urban One, Radio One, *Essence* and *Black Enterprise* magazines.

Additionally, Queenie has produced notable corporate events as the Black Enterprise Pre-Oscar Gala, Women's Empowerment Expo Series presented by Radio One, All Def Digital Movie Awards, and most recently, the grand opening of NBA Legend Shaquille O'Neal's fast-casual restaurant -- Big Chicken -- in Las Vegas, Nevada. Queenie has also produced events tied to top movie premieres, experiential tours and festivals like "Think Like A Man", "A Haunted House II", "Mandela", Michael Jackson's "This Is It," "More

Than A Game” Nike Tour with LeBron James; plus, the Shanghai Film Festival, the Queens of Gospel Music Festival in Barbados and the Essence Music Festival in New Orleans.

Queenie has also held position as lead event producer of private birthday celebrations and exclusive appearances for music legend- Michael Jackson, Academy Award® Winner Jamie Foxx, Monica, Timbaland, Drake, Usher, Lil Wayne, along with a host of red-carpet movie premieres, award shows, music tours, product launches, professional sporting events (i.e. Super Bowl Weekend and NBA All-Star Weekend), charitable causes, galas and more.

Hollywood or Bust!

A native of Fresno, California, Queenie came from humble beginnings but had her sight on moving to Southern California. Right after high school graduation, Queenie relocated to Los Angeles with the help of athletic scholarships in volleyball and basketball paired with an academic scholarship which helped offset tuition at California State University Long Beach (CSULB) where she attended. She graduated with a bachelor’s degree in Psychology with the goal of pursuing a doctorate’s degree in Forensics Psychology. After graduation, Queenie held various positions as a counselor, teacher and a therapist for autistic children. However, a chance meeting with an entertainment industry heavyweight changed her life and the course of her career.

In 1999, Queenie was introduced by a mutual friend to Reuben Cannon of Reuben Cannon & Associates, an eponymous powerhouse casting agency, headed by the casting director/producer responsible for launching the careers of many award-winning heavyweights, including Oprah Winfrey, Danny Glover, Whoopi Goldberg and Bruce Willis. Reuben was in need of a casting intern for various upcoming TV and film projects, and Queenie jumped at the chance for such an opportunity. She worked with her mentor on a variety of TV and film projects as, “Girlfriends,” “The Brothers,” and the “Ghost of Mars.”

A year later, Reuben called her into his office with words of encouragement, saying the entertainment industry was Queenie’s “calling,” and offered to set up a meeting with the Director of Talent at BET. With Reuben’s blessing, she interviewed for a Talent Coordinator position at the network, and was offered the job on the spot. In 2000, she joined the talent department of BET, and within two months, rose through the ranks to a Talent Executive.

At the network, Queenie was part of the birth of such top-rated shows as “BET Live,” “106 & Park,” “Oh Drama,” and “Teen Summit” as well as the BET Comedy Awards and the launch of the highly-popular BET Awards. After several years at BET, and a stint at various networks and freelance projects, Queenie decided to strike out on her own, building a business on networking, nurturing industry relationships and leveraging business relationships for the common good of both clients and talent.

All Hail the Queen

Queenie has been recognized by her peers and colleagues for her contributions to the entertainment industry. In 2007, she was nominated for a *Stiletto Award for Entrepreneur of the Year Award* by the National Association of Black Female Executives in Music & Entertainment (NABFEME)®. In 2022, she’s also been featured and highlighted in various publications and media outlets.

Queenie is a firm believer that through God; anything is possible, and through hard work, commitment and sacrifice; all things are achievable. Her strong, professional work ethic, reputable celebrity relationships, entrepreneurial resourcefulness and impeccable business acumen have proven to be the perfect ingredients for Queenie’s longevity and success. Queenie is also a proud member of Sigma Gamma Rho Sorority, Incorporated of which charitable service remains a focus close to her heart.

If you are interested in working with Queenie or would like more information on her company services, please connect with her on LinkedIn <https://www.linkedin.com/in/queeniedonaldson>