

# Obsidi by BPTN Media Kit

February 1, 2022



BPTN BLACK  
PROFESSIONALS  
IN TECH  
NETWORK

## OBSIDI BY BPTN LAUNCH AND PRESS CONFERENCE

You're invited to attend the Obsidi.com virtual launch and press conference.

### Date

Tuesday, February 1, 2022

### Time

10am - 11am EST

### Location

RSVP to Carlene Bryan at [carlene@bptn.com](mailto:carlene@bptn.com) by Friday, January 28, 2022 for a virtual link to the event.

### Note to Media:

The press conference begins promptly at 10am. You're welcome to ask your questions during our Q&A section or you can send them over to our PR and Marketing Coordinator before or after the conference. We're happy to coordinate interviews with a BPTN spokesperson as well, so do let us know.



BE SEEN. BE CONNECTED.

## LEKAN OLAWOYE

**Founder and CEO**  
**Black Professionals in Tech Network (BPTN)**



Lekan Olawoye is the Founder and CEO of Black Professionals in Tech Network (BPTN), the largest Black tech and business community in North America. Lekan was named one of Canada's Top 40 Under 40 in 2021 for his indelible mark as a thought leader in Black tech. With a mandate to disrupt the network gap facing Black professionals, Lekan created - BFUTR - the largest, Black professional summit in North America. In February 2022, Lekan and his team also launched Obsidi by BPTN, an all-in-one networking platform for Black professionals to access more opportunities and level up their careers.

Before BPTN, Lekan was the program director then lead executive of Talent Development at MaRs Discovery District, Toronto. There he guided professionals in adapting to new environments in fast-growing companies. Previously, he was Executive Director of For Youth Initiative, Toronto, working on policy and strategic development. In 2013, Lekan also served as chair of the Ontario government.

Lekan has a MSW in Social Work with a specialization in non-profit management from the University of Toronto and a BSW in social work from Ryerson University. He volunteered with the Ontario Council of Agencies Serving Immigrants (OCASI), Ontario Ministry of Children, Community and Social Services.

Lekan received media coverage in The Globe and Mail, the Toronto Star, and TechCrunch.  
[Learn more about Lekan here.](#)





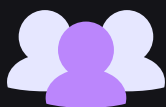
# OBSIDI BY BPTN

BE SEEN. BE CONNECTED.

- Obsidi by BPTN is an all-in-one networking platform for Black professionals to build relationships with a strong peer community and level up their careers.
- Obsidi was developed to bridge the networking gap and create opportunities for Black business and tech professionals.
- Obsidi keeps you up to date with the latest industry news, views and events.



## BE SEEN. BE CONNECTED WITH OUR MEMBERS



- Build relationships with the largest community of Black professionals in North America
- Upload resume and network
- See new tech and business job posts
- Learn about the latest industry news and trends
- Level up your career in a supportive culture
- Groove to our customized playlist

## BE SEEN. BE CONNECTED WITH OUR CORPORATE PARTNERS



- Connect with Black tech and business professionals
- Inform, educate and inspire Black professionals
- Support career growth and hire
- Diversify your workforce with a pool of Black talent
- See latest news, events and Masterclasses

Level up your career, become a corporate ally and join [Obsidi by BPTN](#). Follow us on [LinkedIn](#), [Instagram](#), [Twitter](#) and [Facebook](#).



# BPTN FACT SHEET

## LARGEST

Black tech and business community in North America

## PLATFORM

for Black professionals to network and leverage opportunities

## 50k+

members and 66+ corporate partners and allies

## 100%

unapologetically Black

## WHAT WE'RE ABOUT



We bridge the network gap for Black professionals



We provide senior executive sponsorships, mentorship, events, Masterclasses, and resources



We help companies ramp up their Diversity, Inclusion and Belonging strategy



Our partners are top-tier companies who want to attract, hire, retain and support Black professionals



Our members are career growers who get access to a strong peer network and corporate executives

## THE NEXT BIG THING

BPTN - The Next Big Thing  
*Watch us disrupt tech with -*

- BFUTR - the largest North American virtual summit for Black tech and business professionals
- 20,000+ attendees
- 150+ speakers
- 66+ corporate partners and allies
- Obsidi by BPTN - an all-in-one networking platform for Black professionals to get new jobs, collaborate and find a tribe of like-minded colleagues.

**OBSIDI**  
by BPTN

**BPTN** BLACK PROFESSIONALS IN TECH NETWORK

Follow us on [LinkedIn](#), [Twitter](#), [Instagram](#) and [Facebook](#).