

LáVita Gardner

Chief, Experience Architect

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LáVita Gardner is a trailblazer who creates effective strategy blueprints for her clients in their quest to achieve brand credibility, recognition, and heightened visibility. In 2009, LáVita founded Green Apple Business Solutions, a strategic communications and management company, after holding several progressive management positions in entertainment, sports, and government. Under her leadership, the company has managed over \$1 million in revenue across private, federal, and state government contracts.

In 2020, LáVita reimagined the company's position in the marketplace amid the shift to online platforms and created The Experience Architect™ brand. The new brand houses the company's marketing, customer experience management and full service virtual and hybrid event services. Leveraging over a decade in business, The Experience Architect brand aligns the firm's core services with the expanding markets.

A successful business coach, LaVita was honored in the inaugural class of the top '40 under 40' in Business by the PGC Social Innovation Fund and awarded the 'Black Wall Street' award for her contribution to the transportation and aviation industry at the Maryland Aviation Administration's Baltimore Washington Thurgood Marshall International Airport (BWI). LáVita's partnership with BWI Airport has led to dynamic engagement with Air Canada, Alaska and Norwegian Airlines, Vacation Express, WoWair, Spirit Airlines, and countless domestic and international aviation leaders.

A subject matter expert and leader communications strategy, LáVita's forward-thinking mindset helps position her clients for success in building lasting relationships and extraordinary experiences.