

Nzinga “Zing” Shaw is currently the global chief inclusion & diversity officer for Starbucks Coffee Company. She leads the inclusion & diversity (I&D) organization and concurrently serves as a member of the partner resources leadership team. Zing provides strategic guidance across the enterprise to promote inclusive practices in every facet of the business. She has developed a strategy to embed equity in all programmatic activities, governance and daily administration of the global retail organization. She is focused on building a foundation that will advance this strategy as a core component of Starbucks’ brand, and to drive the business across every global market. The I&D strategy extends to external customers, community partners and to every partner within the workforce. Currently, Zing is helping Starbucks achieve 100% global pay equity by working with experts to develop best practices and tools to address systemic barriers impeding equal pay for equal work.

Prior to joining Starbucks, Zing has been at the forefront of leading organizational change through diversity. She was the first person to hold the chief diversity & inclusion officer position in the National Basketball Association, serving in that capacity for the Atlanta Hawks & State Farm Arena franchise for 5 years. She also served as senior vice president of diversity & inclusion at Edelman, the world’s largest and most profitable public relations/integrated marketing agency. While leading diversity at Edelman, Zing concurrently served as senior vice president of human resources for the southeast and southwest regions. Throughout her career, Zing has worked as a human resources practitioner across a multitude of industries including publishing, sports entertainment, public relations and retail.

Zing is a recipient of several industry awards including Sports Business Journal’s Forty Under 40 and Game Changers awards, Atlanta Business Chronicle’s 40 Under 40 and Women Who Mean Business awards, The Network Journal 40 Under Forty and Top 25 Most Influential Black Women in Business awards, PR Week 40 Under 40 award, and many more. She was selected by 39th United States President - Jimmy Carter to serve a 3-year term on the Board of Councilors of The Carter Center. Zing is a graduate of Leadership Atlanta, currently serves on the Leadership Council of UNCF Seattle, and is a member of the Leadership Tomorrow (Seattle) class of 2021. She is a member of Delta Sigma Theta Sorority and The Links, Incorporated. Zing is an alumna of Spelman College (BA), the University of Pennsylvania (MLA) and was a study abroad scholar at Oxford University in the United Kingdom.

Nzinga Shaw



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global chief inclusion and diversity officer

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