Tabitha Brown Becomes First Chief Empowerment Officer for Clover

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Creative visionary, Emmy-award winning host, actress and entrepreneur will deliver her unique brand of wit, wisdom and inspiration to small businesses and those who love them

MILWAUKEE--(BUSINESS WIRE)--Jan. 30, 2025-- Creative visionary, Emmy-award winning TV personality and entrepreneur, Tabitha Brown is partnering with Clover, the leading all-in-one point of sale solution, as its first Chief Empowerment Officer. The partnership will bring Brown's commitment to uplifting small businesses together with the brand's mission to deliver the access, support and inspiration that these types of organizations need to thrive.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250130878149/en/



Clover's first Chief Empowerment Officer, Tabitha Brown. (Photo: Business Wire)

With 33 million small businesses in the U.S., accounting for almost 48% of private-sector employment, roughly 1.6 million new jobs annually, and generating $5.3 trillion in annual revenue, small businesses contribute massively to the national economy. They are a vital source of innovation, cultural diversity and community identity. Despite these contributions, 50% of them will fail within five years of opening. By partnering with Tabitha Brown and bringing her unique mix of motivation, perseverance, and limitless spirit to small businesses, Clover is working to reverse this failure rate and take an important step toward building a powerful new small business success paradigm at the intersection of culture and commerce.

"Small businesses are my passion. The equity in helping them is the joy you bring to someone's household and community," said Brown. "My goal is to always uplift and empower small businesses and encourage others to do the same in their communities. I'm overjoyed to work with Clover to do my part," she added.

Tabitha has captivated millions with her warmth, infectious joy and entrepreneurial spirit. From her journey as a small business owner to becoming a beloved content creator, Brown understands the grit and passion that fuel small businesses. In her first year as Chief Empowerment Officer, she will:

- Share the untold stories of small business owners
- Amplify her voice as an advocate and ambassador for the empowerment of small businesses
- Connect directly with small business owners, and present opportunities that will positively impact their lives and businesses
- Build further connections between the brand's leadership and the communities that it serves
- Champion Clover's global employee base, stakeholders and partners to serve as ambassadors and stewards towards continued growth

"Tabitha brings an invaluable perspective on the lived experiences of small business owners, understanding their struggles and giving voice to their dreams and ambitions in a way that only few can," said Shannon Watkins, Chief Brand, Marketing & Communications Officer, Fiserv. "We're honored to help bring her wisdom and authenticity to small businesses across the globe. Because, when we lift small businesses, we lift communities and can change the world."

Investing in the success of small businesses is an investment in the future, where people, businesses, and communities can thrive. With Tabitha Brown and Clover working together, commerce becomes a force for good and entrepreneurs have the tools and support they need to make a difference.

About

Brown has taken the business world by storm. She is the co-founder and CEO of her own healthy hair-care line, Donna's Recipe. She has also launched multi-category product lines with major retailer Target and never fails to bring sunshine to everyone's kitchens with her signature McCormick seasonings blends and mixes … because that's her business!

The Emmy Award-winning host, actress, mother and wife is a two-time New York Times best-selling author and an NAACP Image Award Winner. Brown has acted in notable theatrical features on major networks such as Showtime's "The Chi"; executive-produced and hosted Food Network's first-ever vegan cooking competition show, "It's CompliPlated"; and is co-creator and host of her own children's show, "Tab Time." She received an honorary doctorate from the Savannah College of Art and Design.

Brown satisfies the hunger of millions with her unique approach to veganism and her wholesome, comedic personality. From teaching people new recipes to giving a word of wisdom or enjoying a good laugh, she has become "America's Mom" to her 13 million+ followers.

About Fiserv

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