

# COSTON

Consulting

## MICHAEL COSTON RECOGNIZED AMONG “TOP 100 MOST INFLUENTIAL AFRICAN AMERICAN LEADERS IN BUSINESS”

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NEW YORK (February 22, 2021)—[Michael Coston](#), CEO of Coston Consulting Corp., has been recognized as one of the “[100 Most Influential African American Leaders in Business](#)” by the [National Diversity Council](#).

Michael advises companies, boards of directors, and executives on strategy, business development, and diversity, equity, and inclusion (DEI) matters. He also coaches high-performing professionals to advance their leadership, communication, and client development skills.

Prior to launching [Coston Consulting Corp.](#), Michael served as the Chief Marketing Officer of McKool Smith for nearly a decade. He previously developed business generation and marketing initiatives at two Am Law 100 international law firms. He also served as the Director of Marketing at a New York-based law firm and head of public relations for the Tweezerman brand, where he helped cement the company’s name in popular fashion and beauty magazines, from *InStyle* and *Allure*, to *Vogue* and *O, The Oprah Magazine*, among others.

Michael holds a master’s degree in interpersonal and intercultural communication and bachelor’s degrees in both African American Studies and English from the University at Albany, along with a certification in Fostering Inclusion & Diversity from the Yale School of Management. Michael serves on the Board of Directors for Infinite Global, an international public relations, branding, and content services firm. He is recognized among *Lawdragon’s* “[100 Leading Legal Consultants and Strategists](#)” and received a 2020 Gold Hermes Creative Award for his article “[Walking the Walk—How Law Firms Can Fight Racial Injustice](#),” published in *Bloomberg Law*.

### **About Coston Consulting**

Coston Consulting is a certified Black-owned business advisory firm devoted to helping clients expand their business, raise their profile, and advance their diversity, equity, and inclusion (DEI) efforts. The firm represents clients across industries and specializes in advising professional services firms, with an expertise in the legal industry. Focus areas include strategy, business development, marketing, and DEI consulting.

For more information, please contact Ziare Patrick at [zpatrick@costonconsulting.com](mailto:zpatrick@costonconsulting.com).