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Bradford Watts of People Inc.

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Buffalo Business First

Bradford Watts

For the fourth year in a row, Business First is celebrating the people and companies around Western New York who make inclusivity, diversity and equity pillars of their businesses. This year, we're proud to recognize 19 individuals and five organizations in the 2023 IDEA Awards.

We'll honor those winners at a ceremony Feb. 15 at Salvatore's Italian Gardens. (You can still join us.)

One of those winners is Daniel Robertson, program manager for the Boys and Men of Color Initiative through Say Yes Buffalo.

Bradford Watts

Associate vice president, People Inc.

About: 1219 N. Forest Road, Williamsville • people-inc.org

Joined company: 2004

Years in field: 19

Born in: Buffalo

Lives in: Buffalo

College: Morehouse College; M.A., communication theory and multidisciplinary studies, SUNY Buffalo State University

Community involvement: Board chair, National Federation for Just Communities of Western New York; co-chair, Parent Network of Western New York; associate pastor and board trustee, Dayspring Church of God of Prophecy, community chaplain

Spouse: Wanda

Children: Monique

Grandchildren: Amir and Heaven

Proudest professional accomplishment: Working with the community in all facets of creating an accepting society, but one that stands out was working with local community artists to do murals for the apartments on Jefferson Avenue.

Advice to make the workplace more inclusive: Be open to say hello and see where that takes you. Engagement can open your world to collaboration, learning, advocacy and dealing with some tough yet courageous conversations.

What keeps you up at night: This world has people that may not love me or my family/a person of color.

Self-description: Mega-Watts



Michelle Cioci Adams

Managing Editor - *Buffalo Business First*

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