

Dr. Zillah Matare Fluker, Ph.D. | Bio

Vice President of Institutional Advancement | Co-Founder, Why Not Win Institute | Higher Education & Leadership Strategist

Dr. Zillah Fluker is a nationally recognized higher education leader and brand strategist with 17+ years of experience spanning Corporate America and HBCUs. As Vice President of Institutional Advancement at Central State University, she drives fundraising, alumni engagement, and strategic partnerships, including the launch of the HBCU Center of Excellence for Corporate Engagement & Leadership.

She is the Co-Founder of the Why Not Win Institute, a nonprofit dedicated to cultivating leadership and empowering communities, and the Founder of activate|elevate, a firm specializing in social media strategy, branding, and executive coaching.

Dr. Fluker holds four degrees, including a Ph.D. in Educational Leadership, Policy & Law from Purdue University. Her passion for innovation, diversity, and mentorship has made her a sought-after speaker and thought leader on institutional growth, leadership development, and HBCU advocacy.