

Shatara Walker-Joseph Bio

Shatara Walker-Joseph is a behavioral health professional, financial services professional, entrepreneur, business leader, mentor, and advocate for service, ownership, and generational wealth. She currently serves as Vice President of Black Women United Alliance (BWUA), a nonprofit organization dedicated to the education, development, empowerment, and advancement of Black women and Black women business owners.

At the heart of her work is a commitment to helping people build stronger lives, businesses, and legacies. Her leadership philosophy is rooted in the belief that service should create impact, ownership should create opportunity, and financial education should help families build wealth that extends beyond one generation. Whether working with families, professionals, entrepreneurs, or emerging leaders, she emphasizes the importance of education, access, accountability, and purposeful action.

Shatara brings more than 14 years of experience in the behavioral and mental health industry, with a professional background that includes behavioral health services, Autism Specialty, program management, Applied Behavior Analysis, leadership, staff development, and working with children and families. She holds a Master of Science in Psychology with an emphasis in Applied Behavior Analysis, combining her academic training with years of hands-on experience serving individuals, families, and communities.

Her professional experience also extends into the financial services industry, where she has accumulated more than ten years of experience helping individuals, over 2500+ families served, 300+ licensed professionals mentored under her leadership, and various business owners better understanding financial strategies, wealth building, protection, and legacy planning. She is particularly passionate about mentoring professionals in both healthcare and financial services, encouraging them to build careers and businesses centered on service, professional development, ownership, and long-term economic impact.

She is the CEO and Co-Founder of GSD Agency Partners, an independent financial services and business consulting firm focused on Advanced markets for individuals, families, professionals, and business owners to develop advanced strategies for wealth accumulation, protection, legacy planning, and sustainable business growth. Through her work, Shatara continues to champion financial education and access to strategies designed to help individuals move from simply earning income to intentionally building and protecting wealth.

Shatara is also the Founder and CEO of HBCUPRENEUR, an independent lifestyle apparel brand created at the intersection of HBCU culture, entrepreneurship, ownership, and economic empowerment. As a proud alumna and Member of the Southern University Alumni Dallas Chapter, she remains committed to celebrating the legacy of Historically Black Colleges and Universities while encouraging HBCU graduates, students, entrepreneurs, and supporters to embrace OWNERSHIP and build lasting economic legacies.

Her commitment to leadership and service extends throughout the Dallas–Fort Worth community. She previously served in leadership roles on the Executive Board with the Collin County Black Chamber of Commerce, including Communications and Social Media Director position, supporting initiatives centered on business development, entrepreneurship, community engagement, and the advancement of minority-owned businesses. She is also active at her home church, Concord Church in Dallas, where she supports its parent ministry and remains committed to serving families and the broader community.

Her leadership and community impact have earned recognition across North Texas. In 2026, Shatara was recognized among the Power 100 Women of Dallas and the DFW Urban League's 100 Most Influential Young Professionals Under 40. Her work and story have also been featured by FOX 4 News and Voyage Magazine, and she has served as a speaker at the SMU Cox School of Business Cutting Edge Summit, along with other professional, business, and community platforms.

Across behavioral health, financial services, entrepreneurship, nonprofit leadership, mentorship, and community service, Shatara's work is connected by one central mission: to serve people while creating pathways to ownership, opportunity, and generational wealth.*

Her philosophy is simple: Serve People. Build Ownership.