

Crystal L. Gunn is a trailblazing entrepreneur and financial strategist dedicated to empowering individuals, businesses, and communities. She began her journey as a Graduate of Michigan State University and quickly rose through the ranks in the business world, leaving a lasting impact in each role she undertook.

Her career started in the accounting department of SOC Credit Union, where her exceptional skills and leadership qualities led to her appointment as Accounting Manager at Municipal and Health Services Credit Union (MHSCU) within a year. Impressing everyone with her prowess, she achieved yet another milestone by becoming the Vice President of MHSCU, within just two years, making her the youngest and only African American VP, in the Oakland County Chapter of Credit Unions, at the time.

During her tenure as Vice President, Crystal realized the importance of a united team with a shared goal for business success. She mentored and coached staff members, fostering a cohesive environment that resulted in significant business growth. Driven by her passion for empowering others, she decided to explore new horizons and transitioned to become a mortgage broker, leveraging her operational expertise to lead her team with recruitment, coaching, and training.

In a span of six years, Crystal's visionary approach enabled her to expand her business, establishing four additional branch offices, all while ensuring a strong focus on productivity, compliance, and, above all, the needs of her clients.

Her belief in personal responsibility and destiny fueled her desire to impact as many lives as possible. Crystal became a financial strategist, small business consultant, author, coach, and activist, using her talents to help others reach their true potential and lead extraordinary lives.

Driven by her experiences and understanding of the role of women in society, she founded The Amazing Woman Network (AWN) to empower and unite Black women. Through AWN, she provides support, resources, and a network for women to achieve greatness, reclaim personal and financial power, increase social involvement, and embrace their amazing potential.

Crystal's unwavering commitment to empowering individuals led her to create a transformative retail line and signature fragrance, designed to further inspire and empower the wearers. Understanding the profound impact that self-belief can have on one's journey to greatness, Crystal infused her retail line with empowering messages and symbols of strength. From empowering T-shirts and accessories, each product serves as a reminder of the wearer's inherent greatness and their ability to achieve extraordinary heights.

Additionally, her signature fragrances, act as a powerful daily affirmation, enhancing the wearer's confidence and self-assurance. Crystal's vision for this retail line and fragrance is to instill a sense of empowerment and self-love in everyone who wears them, igniting a powerful reminder of how amazing they truly are, and inspiring them to reach their fullest potential in all aspects of life.

Her dedication to financial empowerment extends to her work as a Licensed Life Insurance Advisor and Financial Strategist, where she customizes financial strategies for clients, helping

them improve their current situations, achieve future goals, and educate future generations to break generational curses.

Crystal L. Gunn's commitment to making a positive impact in the lives of others extends into other entrepreneurial endeavors. As the founder of AWN Cares, a 501c3 nonprofit organization, Crystal has spearheaded several transformative programs that address critical social issues. The Red Dot Project, one of AWN Cares' flagship initiatives, is dedicated to eradicating period poverty and providing financial empowerment to those in need of sanitary supplies. Through this program, Crystal and her team have worked tirelessly to ensure that no one is hindered by the lack of access to essential menstrual products, empowering women and girls to embrace their dignity and pursue their dreams unhindered by such challenges.

Another remarkable program under AWN Cares' umbrella is Curated Conversations, a groundbreaking initiative that celebrates Black women while promoting mental wellness and therapy. This platform aims to break the stigma surrounding mental health within the Black community by fostering open and honest discussions. Crystal's vision for Curated Conversations is to create a safe space for Black women to share their experiences, challenges, and triumphs related to mental health, thereby encouraging healing, understanding, and growth. By shining a light on this essential aspect of well-being, Crystal is fostering a culture of care and support, empowering Black women to prioritize their mental health and overall wellness.

Through AWN Cares and its transformative programs like The Red Dot Project and Curated Conversations, Crystal L. Gunn continues to exemplify her unwavering commitment to positively impact the lives of others and create a world where everyone has the opportunity to thrive, regardless of their circumstances. Her visionary approach and tireless dedication have earned her the admiration and respect of countless individuals and communities.

In addition to her impressive accomplishments, Crystal L. Gunn has also made a significant impact through her various published works in the realm of financial empowerment. Her acclaimed workbook, "Becoming Financially Flawless," serves as a 40-day financial workbook specifically designed to empower women with the knowledge and tools to take control of their finances and achieve financial success. Crystal's dedication to catering to different demographics is evident in her subsequent works, such as "Financially Flawless Questions, The Couples Edition" and "Financially Flawless Questions, The Single Mothers Edition," which address the unique financial challenges faced by these respective groups and offer practical solutions. Her insightful and comprehensive guides, including "The Tax Refund Flex Pack," and "Recession Ready - The A to Z on How to Financially Turn Up during the Turn Down," provide readers with invaluable strategies to navigate challenging economic times and emerge stronger financially.

Undoubtedly passionate about making a difference, Crystal's commitment to the well-being of single black mothers led her to launch the groundbreaking "Single Black Mothers Collective" in 2023. This innovative initiative not only aims to financially empower single black mothers but also provides a holistic approach, addressing overall healing and well-being. Through her multifaceted work and tireless dedication, Crystal L. Gunn continues to inspire and uplift individuals and communities, leaving an indelible mark on the world of financial empowerment.

Crystal's influence extends to the digital realm, as she is the creator and host of The Amazing Women Speak Podcast, where she engages in compelling conversations that uplift and unite Black women, fostering an environment that encourages breaking barriers and setting new standards of greatness.

In 2022, she founded United Community Solutions (UCS), furthering her vision of financial empowerment and community economic development. UCS is committed to empowering individuals, families, and businesses within the community.

As the Chairwoman of The Detroit Black Chamber of Commerce (the Detroit chapter of The National Business League), Crystal advocates for Black businesses, providing them with resources and opportunities to thrive on a global scale.

Throughout her journey, Crystal has remained guided by the words of baseball legend, Jackie Robinson: "A life is not important except in the impact it has on other lives." Her unwavering dedication and belief in creating positive change led to her being honored as a recipient of the Presidential Lifetime Achievement Award in 2023.