



Larcine Bland

**Vice President, Community Affairs &
Diversity Initiatives**
Blockbuster Inc.

Larcine Bland is Vice President, Community Affairs & Diversity Initiatives for Blockbuster Inc., the world's leading provider of in-home entertainment. Ms. Bland is responsible for national and company-wide Blockbuster community relations, philanthropic and diversity efforts. Prior to joining Blockbuster in 1998, she was manager of urban programs at The Southland Corporation/7-Eleven and has also held various positions within the marketing and human resources departments of CITGO Petroleum.

Ms. Bland holds a Bachelor of Arts and Science degree in Business Administration and a Master of Arts in Organizational Management from Dallas Baptist University. In 2003, she was appointed to the NAACP national board as a Special Contributions Fund Trustee and serves on the NAACP Image Awards Committee. In 2004, she was appointed to the Children's Miracle Network Corporate Leadership Council. Ms. Bland is a recipient of various awards and recognitions including the 2006 League of United Latin American Citizen's (LULAC) Women's Commission Award. In 2005, she received LULAC National Educational Service Center's Corporate Support Award; In 2004, she was recognized with the Pan African Film Festival Corporate Citizens Award, and is a 2000 National Association of Negro Business & Professional Women's Clubs Black Women's Corporate Hall of Fame Inductee.