

Kevin R. Hyrams

Kevin R. Hyrams is an innovative senior leader executive with proven general management, business development, marketing, technology, and global brand engagement experience. Kevin has demonstrated capabilities in optimizing and monetizing an organization's intellectual property to exceed stakeholder expectations. Kevin leads diverse teams to deliver innovative solutions in global consumer, commercial, and industrial markets by leveraging expertise acquired through an extensive corporate background strengthened by broad entrepreneurial-related experiences.

Kevin currently serves as the Managing Director of Sidereal Global LLC, a holding company for Sidereal Branding, Sidereal Innovations, Sidereal Digital, Sidereal Media and has interests in other small cap firms that show profitable growth. Kevin's commitment to a sole entrepreneurship journey began in 2012; however, he excelled in corporate America with well-established Fortune 100 companies prior to this time. Kevin moved from the Chicago, IL area to Charlotte, NC in 2007 when he joined Bank of America as the e-Commerce / ATM North American Consumer Service, Sales, and Relationship Management Executive and later held the role of Consumer Market Executive - Charlotte Beltway with Bank of America, Consumer and Small Business Bank.

Prior to joining Bank of America, Kevin was with Whirlpool Corporation in Benton Harbor, MI where he served as North American Region Director for national accounts. Kevin also spent more than 15 years with Eastman Kodak, a leading imaging innovator, providing products/services to the photographic, industrial, military, government, graphic communications and healthcare markets. Kevin directly managed organizations in North America and South America and served in a diverse collection of global advisory roles during his career at Kodak.

A Chicago native, Kevin earned an MBA from the Kellogg Graduate School of Management at Northwestern University in Evanston, Ill. He is also a graduate of the Illinois Institute of Technology in Chicago, where Kevin earned a B.S. in Product Design with minors in Industrial Engineering and Industrial Management.

Kevin grew up in the Catholic Church and attended Catholic schools until his sophomore year in high school. He also served as an altar boy and priests consistently encouraged Kevin to pursue a path into priesthood. Kevin's passion and successes with baseball lead him to pursue collegiate sports on scholarship instead of the religious order as well as his unwavering commitment to accompany his wife on her journey as a Presbyterian minister with PC(USA).

Kevin is a lifetime member of the National Black MBA Association and Alpha Phi Alpha Fraternity, Inc. as well as a member of the National Association of Black Journalists. He is also the Executive Producer of youday!, a syndicated inspirational program airing on domestic broadcast television stations. Kevin is active in the Charlotte area through his board service with a number of established non-profit organizations. He is currently the President of the Charlotte Area Association of Black Journalists (CAABJ) and the Vice-President of the National Association of Black Sports Professionals. Committed to addressing the worsening digital divide, he serves as the Policy, Advocacy, and Ecosystem Development workstream lead with Charlotte-Mecklenburg County's Digital Equity and Inclusion alliance. Kevin also leads strategic initiatives as the Business Executive with the Park Community Development Corporation based in Charlotte focused on affordable housing, healthy living, and economic development for the Carolinas. Kevin continues to mentor a number of talented professionals as he commits to building a lasting legacy of excellence focused on leadership development as well as uplifting the Black community- particularly with improving economic mobility within diverse demographics.

Kevin's wife, Reverend L. British Hyrams, is currently the Presbyterian Campus Minister at North Carolina Central University in Durham, NC. Together they love and support three young adult children— Jamal, Akilah, and Aman.