



Dr. Laquala Dixon is a seasoned higher education leader, student success strategist, and consultant with close to 20 years of professional experience advancing student achievement, institutional effectiveness, and leadership development across diverse educational environments. Her career spans service at Predominantly White Institutions (PWIs), a Historically Black College and University (HBCU), and a Hispanic-Serving Institution (HSI), providing her with a comprehensive understanding of the unique opportunities and challenges facing today's colleges and universities.

Dr. Dixon holds a Doctor of Philosophy (Ph.D.) in Higher Education, a Master of Education in College Student Affairs Leadership, and a Bachelor of Arts in Sociology. Her academic preparation, combined with extensive leadership experience, has equipped her with the expertise to develop innovative, research-informed strategies that strengthen both student outcomes and institutional performance.

In addition to her higher education experience, she brings two years of professional social work experience, which established the foundation for her student-centered approach and deep commitment to supporting individuals through personal growth, transition, and success. This unique combination of higher education leadership and social work expertise enables her to develop holistic, evidence-based strategies that foster student persistence, retention, engagement, career readiness, and leadership development.

Throughout her career, Laquala has led transformative initiatives in student affairs, enrollment management, student success, leadership development, campus engagement, and organizational effectiveness. She has successfully designed and implemented programs that strengthen institutional outcomes while creating inclusive environments where students can thrive academically, socially, and professionally.

As the Founder and Principal Consultant of The Limitless Magic Company, she partners with colleges, universities, and educational organizations to design, implement, and assess evidence-based student success initiatives. Her work is grounded in research, best practices, and a passion for helping institutions build sustainable systems that support student achievement and organizational excellence.

Known for her authentic leadership style, strategic thinking, and unwavering commitment to student success, Dr. Dixon is a sought-after speaker, mentor, and consultant who believes that every student deserves the opportunity to reach their fullest potential and every institution has the capacity to create transformative educational experiences.

Her personal mission is simple yet powerful: to help individuals and institutions defy limitations and magnify their potential.