

ERICA RAWLES

Senior Consultant



Erica Rawles is a Senior Consultant at the U.S. office of Lord Cultural Resources, based in Los Angeles. With a strong interdisciplinary background in community engagement, creative placemaking, facilitation, and arts and cultural strategy, Erica brings a thoughtful and strategic approach to cultural planning.

A skilled strategist and facilitator, Erica excels at building consensus and leading collaborative visioning processes and participatory workshops with a wide range of stakeholders across public and nonprofit sectors. She brings a unique strength in fostering cross-sector partnerships—particularly between community-engaged artists and non-arts organizations—to drive innovation, deepen community impact, and catalyze transformative cultural initiatives.

At Lord, Erica has led and contributed to several high-impact projects, including the Cultural Heritage Strategy for Tucson, which was unanimously adopted by Tucson Mayor and Council in January 2025. She also played a pivotal role in shaping the cultural affairs development strategy for the City of Long Beach, which supported the initiative to expand the library services division into the Department of Library, Arts & Culture. She also led the creation of an impact agenda for the Black Trustee Alliance for Art Museums, showcasing her ability to guide complex, equity-focused initiatives from concept to implementation.

Prior to joining Lord Cultural Resources, Erica brought her visionary approach to non-arts organizations, embedding arts and culture strategies into institutions such as the US Water Alliance and the Othering and Belonging Institute at UC Berkeley. At The Laundromat Project in Brooklyn, NY, she launched and directed a hyperlocal community arts micro-grant program, the result of community conversations and qualitative research, underscoring her capacity for translating insights into action. As the first Creative Strategist at Little Tokyo Service Center in Los Angeles, she designed an innovative and collaborative framework for embedding arts and culture within a community development corporation that has left lasting impacts to the organization's internal practices and external engagements.

Erica holds a dual BA in Art and Philosophy from Claremont McKenna College. In addition to her consulting work, she is a freelance writer, visual artist, and pottery teacher.