

Anita Maxwell

Anita Maxwell is a decorated athlete, a dedicated businesswoman, and a community leader with a passion for helping others. Born in Rome, Mississippi, and raised in Dallas, Texas, she began her athletic career as a standout multi-sport athlete at Lake Highlands High School. She was a scholar and a star in volleyball, basketball, and track, ultimately earning a full basketball scholarship to New Mexico State University (NMSU).

A Legendary Career On and Off the Court

During her time at NMSU, Maxwell cemented her status as a basketball legend. She became the first player in NCAA history—male or female—to achieve a career total of 2,500 points, 1,000 rebounds, and 300 steals. Her exceptional talent led to her being named an All-America athlete. Despite her rigorous athletic schedule, she remained focused on academics, graduating in four years with a Bachelor of Arts in International Business.

After college, Maxwell's professional career took her overseas, where she played in Israel and Turkey. She was drafted by the Cleveland Rockers for the inaugural season of the WNBA. Her number, 40, was retired by NMSU, making her the first basketball player in the university's history to receive this honor. In 2002, she was inducted into the NMSU Athletic Hall of Fame.

A Career of Professional Accomplishments and Community Service

After retiring from basketball in 1999, Maxwell embarked on a successful professional career with over two decades of senior-level experience in sales and marketing. She is known for her ability to simplify complex information, making her a sought-after professional in marketing and community relations.

She furthered her education by earning a Master of Arts in Urban Affairs and a Certificate in Nonprofit Management from the University of Texas at Arlington, as well as graduating from the McCombs School of Business' Community MBA Program.

Through her company, **SuccessFULL Living**, Maxwell provides diverse services to help clients achieve their goals. She is also a strong advocate for mentoring and community engagement. She volunteers with her sorority, Delta Sigma Theta Sorority, Inc., and other community organizations. Her leadership was recognized when she was selected for the inaugural cohort of the **EY/International Women's Forum's Women Athletes Business Network**. Maxwell also remains connected to the sport she loves as an advisory board member for the Women's Professional Basketball Alumnae.

