

Keasha Beach

Keasha is an Arizona native, born and raised in the Chandler/Mesa area. She currently resides in Chandler, AZ with her daughter Neomi “Nemo”. Keasha has a passion for and is a dedicated advocate for empowerment within the Black Community. Her passion includes creating alliances with organizations that promote black empowerment through the use of education, financial literacy, black history, black culture, economic development & sustainable solutions.

Keasha is Founder and sits as the Chairman and President of BASE Arizona, nonprofit organization. She has a passion for the mission and vision of BASE Arizona. She is an innovative, visionary leader who has the personality, self-awareness, commitment to diversity, and ability to communicate with people from various social and economic backgrounds in a clear, concise and confident manner across a broad range of audiences. Keasha has a deep commitment to shared leadership and to a collaborative and transparent approach in the management of the organization.

Keasha currently is an accounting and finance professional with over fifteen years’ progressive experience. She is a professional responsible for setting up and directing accounting departments and operations, annual budgets, system reviews and financial reporting and analysis for public and private corporations. She has strong management skills with extensive knowledge in statistical processes. Throughout her career, Keasha has demonstrated that she is detail-oriented, efficient and organized. Keasha Currently owns and operates AFB Financial which provides financial and accounting consulting in the Greater Phoenix Area. She works with small businesses and startups to help identify areas negatively impacting profitability and growth, help develop solutions for businesses that are practical and financially sound and provide comprehensive and flexible strategies that address the issues affecting businesses financially.