ORANGEBURG COUNTY SCHOOL DISTRICT
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OCSD NAMES BRANDON J. HICKS SEPTEMBER ALUMNI SPOTLIGHT

Former Mr. Orangeburg-Wilkinson High School Returns Home to Lead, Serve and Invest in the Next Generation

ORANGEBURG, S.C. - From walking the halls of Orangeburg-Wilkinson High School as a student leader to building a successful career in business, entrepreneurship and community service, Brandon J. Hicks has never forgotten where his journey began. Orangeburg County School District (OCSD) is proud to recognize Hicks as its September 2026 Alumni Spotlight, celebrating an alumnus whose professional accomplishments are matched by his commitment to giving back to the community that helped shape him.

A native of Orangeburg and former Mr. Orangeburg-Wilkinson High School, Hicks is the son of Rev. Dr. George Hicks and Felita Hicks and the late Dr. Bettie Hicks. His Orangeburg roots remain central to who he is today. Following high school, Hicks attended Claflin University on a full academic and music scholarship through the Alice Carson Tisdale Honors College. He earned a Bachelor of Arts in Music in 2008 and distinguished himself as a student leader, serving as Mr.

Freshman, Mr. Concert Choir, Student Government Association Vice President and, ultimately, Mr. Claflin University. He later returned to Claflin, earning a Master of Business Administration in 2013 and expanding the business and leadership skills that would help shape his professional career.

Hicks began working in retail management in 2003 and has since held progressive leadership roles with nationally recognized companies including BI-LO, CVS Pharmacy, Sears, Lowe's and Harbor Freight. Today, he serves as Coffeehouse Leader for Starbucks Coffee Company on North Road in Orangeburg.

But for Hicks, leadership is about more than managing a successful business. It is about relationships and finding ways to make the community he serves, stronger!

In his current role at Starbucks, he has helped establish meaningful partnerships with Orangeburg County School District and his alma mater, Claflin University. His connection with OCSD represents something particularly meaningful, an opportunity to pour back into the same school system that once poured into him.

"Brandon Hicks represents exactly what we hope for when our students leave Orangeburg County School District, that they will pursue excellence, find their purpose and remember that there is always an opportunity to reach back and help someone else move forward," said OCSD Superintendent Dr. Shawn D. Foster. "Brandon has built an impressive career, but what makes his story especially meaningful is his willingness to use his success and influence to create opportunities for others," Dr. Foster shared.

Hicks' entrepreneurial spirit extends beyond his corporate career. He also owns two businesses and is developing a third venture, which is projected for completion by the end of 2026. Through entrepreneurship, he continues to pursue opportunities centered on economic empowerment and community growth.

Hicks investment in young people is also personal and hands-on. He has coached multiple sports, including women's high school basketball, middle and high school softball, and middle school football. His coaching service has included Orangeburg-Wilkinson High School and Clark Middle School, allowing him to mentor students both on and beyond the playing field.

For Hicks, those opportunities are part of a larger responsibility that comes with success. He shares, "if your presence doesn't make a difference, then your absence won't matter."

Hicks is a member of Kappa Alpha Psi Fraternity, Inc., Edisto Lodge No. 39 Prince Hall F&AM, and Phi Mu Alpha Sinfonia of America. Through his professional work, entrepreneurship, coaching, organizational affiliations and community service, he remains committed to mentorship and making a meaningful difference in the lives of others.

Among all of his accomplishments, Hicks considers being a father one of his most important roles. He is the proud father of Bryson James, 12, and Aria Noelle, 7.

For OCSD, Hicks' story is also a reminder to today's students that their current classrooms are only the beginning of what is possible. Once a student walking the halls of Orangeburg-Wilkinson High School, Hicks is now a business leader, entrepreneur, mentor, coach and community partner walking back through the doors of his school district with something to give.

Orangeburg County School District will formally recognize Brandon J. Hicks as the September Alumni Spotlight recipient during the September 8, 2026, meeting of the Orangeburg County School District Board of Trustees.

Orangeburg County School District

The mission of Orangeburg County School District, the catalyst of innovation and excellence, is to ensure all students discover and develop their person, purpose, and platform through high-quality educational experiences distinguished by a culture of collaboration, equity, and inclusion; a creative learning environment with inspiring opportunities; a commitment to nurture the academic, physical, social and emotional well-being of all. Visit us online at ocsdsc.org

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