

Isha Price created Price Consulting Group in 2009. Keeping in mind the teachings of her parents Oracene Price and Richard Williams to aspire to entrepreneurship, Isha formed her company, Price Consulting Group LLC, to provide negotiating, management and branding services to professional athletes and entertainers, ranging from personal business opportunity consulting to philanthropic consulting.

Isha joined the board Recreation Wish List Committee (RWLC) in Washington DC, because of her dedication to philanthropy and it offered her an opportunity to affect critical opportunities in recreational facilities for underprivileged youths in Washington DC. Through this work, she has been an instrumental part in the building of the Southeast Tennis and Learning Center and has continued to deliver on her commitment to inspire the youths of Ward 8, and the rest of the Washington DC community and currently serves as secretary of that board.