



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

KENNETH JOHNSON

PRESIDENT & CEO, JMI

PROFILE

A brand strategy and consulting firm focused on community engagement. Richmond, Virginia

BIOGRAPHY

A master at connecting the dots and seeing opportunities that others may often miss, Ken has a strategic perspective and wealth of knowledge in directly engaging with each client to fulfill meaningful, lasting relationships between the client and their community.

Established in 1992, Ken is the Founder and CEO of JMI. One of his passions is diversity and inclusion, where JMI has supported more than half a billion dollars of minority business engagement across the state of Virginia. In addition to leading D&I initiatives, Ken has served as a diversity and inclusion consultant for Virginia Governors Tim Kaine and Bob McDonnell as well as a vital transition team member for Governors Kaine, Warner, McDonald, McAuliffe and Northam. During these appointments, he also served as an integral volunteer policy advisor, lending his strong analytical and communication skills to strategy implementation. While serving on Warner's transition team, Ken also worked on the Virginia Information and Technology Board where he helped lead many transformative initiatives, to include privatization of State technology.

Never afraid to take the bull head on, Ken pushes clients and their respective brands to be the best versions of themselves and to create campaigns that are organic, authentic, and transformational. To that end, he starts every internal and external meeting with a simple question: "How are we defining success?" In his experience, this question serves to drive alignment and has led to sustainable results.

Ken is passionate about communities and the arts, culture and education that bind them together. Therefore, he serves as a trustee for organizations such as the University of Virginia's McIntire School of Commerce and the Virginia Museum of Fine Arts. Ken also serves on the executive committee of ChamberRVA and the board of directors for Crossover Healthcare Ministry.

He attended Virginia State University where he obtained a Bachelor of Science in Public Administration. He is married to Dr. Lydia Jones Johnson and has three children: Kenneth, Jr., Gavin and Collin. In his spare time, he enjoys traveling, attending the boys' basketball games, and watching the Washington football team dominate the turf.