

# KENNETH S. JOHNSON

## Bio

Kenneth S. Johnson, Sr. is the founder of Johnson, Inc., a full service advertising, marketing, and public relations firm located in Richmond, Virginia. The firm currently employees 12 full time and 4 part time employees with services specializing in marketing to African-American consumers and businesses. With over 10 years of experience Johnson Inc. has helped several Fortune 500 companies gain a significant share of the African-American market.

Under his leadership, Johnson Inc. provides a full range of marketing services including corporate branding, print / radio / TV advertising, collateral development, media planning and buying, market research and public relations, web site development and Internet advertising. By using aggressive market research and community involvement, Johnson Inc. has emerged as an indispensable part of the marketing strategy for many clients.

In addition, the Johnson Inc. Public Relations division has successfully guided clients in creating and developing strategies and tactics that enhance and improve the client's image as a responsible, effective, and proactive organization within the minority community. Our approach focuses on assisting the client in strengthening the Minority Business Enterprise program internally while creating an integrated message to communicate this plan.

Mr. Johnson holds a Bachelor of Science degree in Public Administration from Virginia State University. He also completed the Minority Business Executive Program at the Tuck School of Business, Dartmouth College

## Executive Boards and Community Affiliations

Mr. Johnson's community service includes the following:

- Governor Mark Warner's transition team  
November 2001-January 2002
- Virginia Strategic Economic Planning Committee  
Appointment by Governor Mark Warner  
August 2002-present
- Greater Richmond YMCA  
Board Member 2004-Present  
Executive Committee Member  
Chairman-2005 Planting Seeds of Hope Annual Giving Campaign
- Greater Richmond Chamber of Commerce-Chairman's Circle  
Executive Committee  
Board Member 1999-Present
- Richmond Renaissance  
Board Member 1996-Present

Executive Committee Member

- Richmond Metropolitan Authority-Stadium Committee  
Member 1998-Present
- Richmond Redevelopment & Housing Authority  
Chairman 1999-2003
- Leadership Metro Richmond  
Class of 2001
- Richmond Convention and Visitors Bureau  
Chairman 1996-1999
- City of Richmond Planning Commission  
Commissioner 1997-1999

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