

JASMINE M. JOHNSON, MSM

FUTURISTIC. STRATEGIC. ACHIEVER. FOCUS. RESPONSIBILITY.
CHANGE AGENT. RELATIONSHIP BROKER.

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PROFILE

Strategic, efficient, focused, visionary, and inclusive leader committed to operating in excellence. Adaptable to market conditions, with a track record of high-performance, delivering on business objectives, and driving an inclusive culture. Proven success with cultivating new relationships, leveraging existing relationships, and brokering connections to drive collective impact. Dedicated to sustainable community change through leadership, advocacy and service.

PROFESSIONAL EXPERIENCE

MANPOWERGROUP + Milwaukee, WI

ManpowerGroup serves large and small organizations across all industry sectors in connecting human potential to business.

Director, Supplier Diversity – North America

November 2018 – Present

- + Strengthen the capacity of small and diverse owned businesses, working to put more people to work.
- + Develop the process to capture ManpowerGroup's corporate diverse spend goal.
- + Lead the process to engage diverse suppliers to deliver on diverse spend requirements and drive North America's growth strategy.

PFIZER, INC.

One of the world's largest pharmaceutical companies; develops and produces medicines and vaccines for a wide range of medical disciplines, including immunology, oncology, cardiology, endocrinology, and neurology.

Senior Manager, Government Relations & Corporate Affairs + Chicago, IL

February 2014 – October 2018

- + Established the advocacy strategy to advance Pfizer's legislative agenda for the State of Illinois.
- + Cultivated relationships and engaged local providers and key stakeholders, such as chambers of commerce, patient organizations, and elected officials, in support of Pfizer's Business Units Public Affairs priorities.
- + Highlighted Engagement:
 - o 2015-2018 – Member, Strategic Engagement and Special Projects, Pfizer Patient Assistance Foundation
 - o Identified and developed strategic partnerships with national stakeholders and engaged Employee Resource Groups (ERG) in disseminating information on *Take Action for Health Initiative*, a Pfizer created tool for the elimination of health disparities within the African-American community.

Specialty Healthcare Representative + Milwaukee, WI

July 2006 – February 2014

- + Achieved an overall attainment that exceeded 100% of quota annually
- + Increased prescriptions of Pfizer portfolio to Family Practice, Internal Medicine, Cardiology, Urology, Psychiatry, UroGYN and OB/GYN specialties across southeastern Wisconsin
- + Sustained projects with various Ultra High Potential Accounts such as Ascension Wheaton Franciscan Healthcare, Columbia St. Mary's Hospital and Froedtert Health
- + Partnered with Milwaukee Health Department, Faith-Based Organizations, Ascension Wheaton Franciscan Healthcare, American Heart Association, American Cancer Association, Medical College of Wisconsin Institute for Health and Equity
- + Highlighted Accomplishments:
 - o 2011-2013 - Appointed to the Regional Leadership Lab – Engaging New Leaders
 - o 2010 - Value Based Health (VBH) Task Force
 - o 2009 - Recipient, Eddy Award for Innovation (inaugural; 1 of 8 nationally)

IHEARTMEDIA, INC. (formally Clear Channel Radio) + Memphis, TN and Greenfield, WI **May 2002 – July 2006**
Global media and entertainment company specializing in radio, digital, mobile, social, live events and on-demand.

Executive Account Manager

- + Sustained existing advertiser relationships and developed new business through media marketing and exclusive non-traditional promotional efforts. Select clients: Pepsi, McDonald's and American Family Insurance
- + Created commercial scripts and conducted voiceovers for production of On-Air Radio Commercials
- + Generated over \$505,000 in revenue in 2005; including over \$101,600 in new business
- + Designed, secured funding, marketed and executed *Safe Summer Shoot Around* with AND1, City of Milwaukee Mayor Barrett's Office and Boys & Girls Clubs of Greater Milwaukee

WALGREENS + Milwaukee, WI **July 1997 – July 2006**
Second-largest pharmacy store chain in the United States, specializes in filling prescriptions, health and wellness products, health information, and photo services.

Senior Certified Pharmacy Technician

- + Provided initial point of contact to patients, addressing questions
- + Entered, filled and handled issues related to insurance and prescription discrepancies

EDUCATION

CARDINAL STRITCH UNIVERSITY + Glendale, WI **2010**
Master of Science in Management

UNIVERSITY OF WISCONSIN-PARKSIDE + Kenosha, WI **2002**
Bachelor of Science in Business Management with a Concentration in Marketing

COMMUNITY LEADERSHIP

MILWAUKEE PARKS FOUNDATION, INC. + Milwaukee, WI **2019 – Present**
Founding member of the Board of Directors for the Milwaukee Parks Foundation, Inc., and helped to raise \$394,000 for initial seed investment.
Board Director

UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY + Milwaukee, WI **2015 – Present**
United Way of Greater Milwaukee & Waukesha County changes lives and improves our community by mobilizing people and resources to drive strategic impact in health, education, and financial stability.
Co-Chair, Diversity Leadership Society (DLS)

- + Lead the creation of the DLS, a diverse group of individuals that are working to ensure every family in the counties of Milwaukee, Waukesha, Ozaukee, and Washington can flourish.
- + Created the DLS Council which has raised over \$5.5M in the last three campaign cycles.
- + Established a team to recruit new and diverse donors that now has over 500 members specifically charged to bridge employment barriers within and across this service area.
- + **Board Director** **2018 – Present**

THE GREATER MILWAUKEE AA-ERG CONNECTION + Milwaukee, WI **2014 – Present**
Created an outlet for hundreds of African-American Professionals to network on a quarterly basis to retain diverse talent, highlight community organization, and provide entertainment options to offer a vast array of opportunities to plug in to Milwaukee. Started with 4 corporate partners; now 15.
Innovator and Connector

29ELEVEN

Brings interactive initiatives to urban areas to reach individuals and bridge volunteerism in a non-traditional manner to drive impact and produce results that give hope and a future.

Co-Founder

2011 – Present

- + Design, secure funding and execute annual events: Fit to Tea, Fight Like a Girl, KISS Domestic Violence Goodbye, and Recycle the Black Dollar.

ALIVE, INC. MILWAUKEE + Milwaukee, WI

ALIVE Inc. Milwaukee fosters a variety of achievement skills for youth in business, arts, professional development and educational attainment.

Community Advocate

2012 – Present

- + Helped establish the S.O.W. & Grow initiative to promote urban gardening across the faith-based community.
- + The Fellowship Open draws over 400 attendees from across the Nation, has raised over \$2M for youth organizations around WI, and has funded 60+ African-American males through the MKE Fellows Program on full scholarships the past 6 years across the nation and brings them back to Milwaukee for paid summer internships – started with a cohort of 10 to Morehouse College; now up to 135 MKE Fellows participants.

ONE MKE + Milwaukee, WI

Uniting the City of Milwaukee's talent base, employers and the community.

Board Director

2011 – 2014

- + Created the concept, built the implementation team and executed the ONE MKE Summit which brought together C-Suite executives, key community organizational leaders and elected officials in all levels of government to develop a collective, unified and goal-oriented approach to improving the economic, political, health, and social landscape of the Milwaukee community.

SOCIAL DEVELOPMENT FOUNDATION

Establish for the sole purpose of providing financial support for the programs and initiatives of the Community Relations – Social Development Commission (SDC).

President, Board of Directors

July 2012 – June 2013

- + Generated private-sector revenue which exceeded 3-year goal of \$100,000 into the Endowment Fund.

Board Director

June 2010 – 2014

SERVICE

GO RED FOR WOMEN MOVEMENT FOR GREATER MILWAUKEE

2018 – Present

Executive Leadership Team

- + Campaign Chair 2021

African-American Leadership Alliance Milwaukee (AALAM)

2018 - Present

UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY

2015 – Present

Campaign Cabinet

UNITED WAY OF METRO CHICAGO

2015 – Present

Campaign Cabinet

YMCA OF METROPOLITAN MILWAUKEE, NORTHSIDE AND BREWERS FOUNDATION

2013

KaBoom! Playground Project, Community Engagement Chair

UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY

2012 – 2015

Health Ancillary Committee

AWARDS

FIERCE LADY JACKEN AWARD	2019
CITY OF MILWAUKEE Inaugural recipient of the Vel R. Phillips Trailblazer Award	2018
UNITED WAY OF GREATER MILWAUKEE AND WAUKESHA COUNTY Philanthropic 5 Award Recipient	2015
CCN MAGAZINE Urban Empowerment Awards Rising Star Award	2012
YMCA OF METROPOLITAN MILWAUKEE Black Achievers Class Induction	2011-2012

MEMBERSHIPS

PROFESSIONAL DIMENSIONS	2019 – Present
DELTA SIGMA THETA SORORITY, INC.	2017 – Present
+ Wisconsin Social Action Co-Coordinator	2018 – Present
+ Milwaukee Alumnae Chapter Social Action Co-Chair	2017 – 2019
THE MILWAUKEE(WI) CHAPTER OF THE LINKS, INC.	2015 – Present
+ Financial Secretary	2019 – 2021
+ Arts Facet Chair	2017 – 2019
JACK & JILL OF AMERICA, INC.	2017 – Present
+ Legislative Chair	