



Jonathan Jackson

Co-founder, head of corporate brand, Blavity

Jonathan Jackson is the Head of Corporate Brand and Co-Founder of Blavity, Blavity is a media and technology company focused on empowering Black millennials through original content, video and dynamic experiences. With a social reach of over 30M people a month, Started in July 2014, Blavity has quickly expanded, operating a robust network of digital brands and conferences inside a dynamic portfolio of sites: Blavity, Shadow & Act, 21Ninety, Travel Noire and AfroTech.

As the Head of Corporate Brand, Jonathan worked to push the story and ideology behind Blavity to new markets, establish strategic partnerships with new partners and foundations and produce compelling thought leadership about the next generation of makers and creatives. He also works closely with senior leaders and executives who are looking to capture, retain, and engage with new audiences and drive sustained growth, both internally and externally across the marketplace. He also handles public affairs and alliances, working to ensure Blavity has a social good component and community advocacy at the core of their business.

Previously, he worked across various roles at LinkedIn in across HR, Advertising, most recently as an Editor overseeing the Influencer Program, which brings together 500 of the world's top thought leaders to engage with LinkedIn's 580M members through rich insights and original content. He also wrote the charter and co-founded LinkedIn's Black Inclusion Group, it's first ever racially-affinity group for employees of descent from the African Diaspora.

He graduated from Washington University in 2013, where he studied Political Science and Writing. As a writer and strategist, his work has appeared in 99U, The Muse, and other nationally syndicated publications. He also does select ghostwriting for senior leaders interested in expanding their presence through strategic conversations and impact. He is also the youngest member of the Nielsen External Advisory Council, where he works to help solve strategic business challenges and provide strategic insights to their executive team.

As a speaker, he has lectured at Harvard Business School, Moody's, The United Nations Pandora, MEC, and other global brands and Fortune 500 companies. He is the recipient of the Digital Diversity Network's 2017 Culture Catalyst Award, recognized as a trendsetter and influencer in the digital and tech zeitgeist. He sits on the Nielsen External Advisory Council, where he advises senior leadership on strategic focuses for African-American audiences. He is a 2018 Knight Visiting Nieman Fellow at Harvard University.