

Earvin Magic Johnson

Legendary NBA Player

Having left the basketball court for the boardroom, Earvin “Magic” Johnson has successfully parlayed his skills and tenacity from the court into the business world as Chairman and CEO of Magic Johnson Enterprises (MJE). MJE provides high-quality products and services that focus primarily on ethnically diverse and underserved urban communities. With his continued love of basketball, Johnson is utilizing those same skills and bringing his winning spirit in his recent role as the President of Basketball Operations for the Los Angeles Lakers, working closely with ownership throughout all areas of the franchise.

Still a commanding presence in popular culture, Johnson made history in 2012 when he became co-owner of MLB’s Los Angeles Dodgers. He also co-owns the Los Angeles Sparks of the WNBA and Major League Soccer’s Los Angeles Football Club. He continues to expand his influence through his many businesses that include: EquiTrust Life Insurance Company, ASPIRE, an African-American television network and SodexoMAGIC, a food service and facilities management company.

The Lansing native is constantly evolving and remaining relevant in a dynamic digital age by broadening his scope into infrastructure and technology. Through a newly formed fund, Johnson is investing millions of dollars on infrastructure improvement in the United States. He is also one of the leading investors in a number of minority-owned tech companies that include Unchartered Play, a company dedicated to producing clean power energy-generating play products; ShotTracker, a company that makes wearable technology for basketball players that helps track player and ball movement; Jopwell, a diversity and hiring recruiting platform; Walker & Co Brands, a company that develops health and beauty products for people of color; and MiTú, the Latino-fueled media brand and digital network that connects thousands of Latin content creators with viewers around the world.

Johnson, who serves as Chairman and Founder of the Magic Johnson Foundation, also continues his commitment to transform Urban America through HIV/AIDS Awareness and Educational Programs. Remaining true to his humble Lansing beginnings, he is unwaveringly dedicated to working with major corporations and partners to bring jobs and high quality products and services to underserved communities.