

# DESHAWN JOHNSON

The Visionary behind Black e-Commerce

# THE VISIONARY



Deshawn Johnson, a visionary entrepreneur, is committed to leveraging economic power and creating generational wealth in Black America. As President and CEO of Black e-Commerce, Ms. Johnson's devotion to empowering people has been nurtured by her nearly 20-year career in the field of Human Resources. During her professional career, she has launched numerous initiatives including assembling the first professional development and training program for a prestigious Michigan university. Ms. Johnson has specific expertise in the areas of employee development, employee relations, policy development and review, and Affirmative Action. In 2004, Ms. Johnson, along with her husband, Brian, started ReQuest Properties, Inc. — a real estate company. During this time, Ms. Johnson was inspired to combine her professional skill-set with her entrepreneurial spirit for the greater good. In 2008, she became aware that African Americans were projected to spend more than \$900 billion dollars, but lacked a vehicle to regenerate that money within their own community. With a passion to shift the buying habits of African Americans and to encourage entrepreneurial behavior, Ms. Johnson envisioned utilizing the World Wide Web to bridge the

geographical divide that separates African Americans.

After reading Tavis Smiley's New York Times best-selling book, "***The Covenant with Black America***," Ms. Johnson took a special interest in two specific covenants cited by Mr. Smiley— Economic Prosperity and Digital Divide. It is from those covenants and other related commentary that further planted the seed to develop Black e-Commerce.

Ms. Johnson is a member of several community and civic organizations, most notably the Society of Human Resources Association; Human Resources Association, Greater Detroit Chapter; American Association for Affirmative Action; and Delta Sigma Theta Sorority, Inc. Ms. Johnson received her BA in Management and Organizational Development from Spring Arbor College. In 2000, she was nationally certified as a Professional of Human Resources by the Society of Human Resources Management. Ms. Johnson received her Master's of Science in Administration with a concentration in Human Resources from Central Michigan University in 2004. In 2009, Ms. Johnson received her certification as a small business coach and energy leadership index master practitioner from the Institute for Professional Excellence in Coaching.

A native Detroit, Ms. Johnson is married to her soul mate, Brian Johnson, and is the mother of Lauryn, and the stepmother of Britney.