



Earvin "Magic" Johnson

Legendary athlete, philanthropist, entrepreneur and motivational speaker

Earvin Magic Johnson is the Chairman and Chief Executive Officer of Magic Johnson Enterprises, an investment conglomerate that provides high-quality products and services that focus primarily on ethnically diverse and underserved urban communities.

Earvin "Magic"'s biography

About Earvin Magic Johnson

Having left the basketball court for the boardroom, Johnson parlayed the skills and tenacity he acquired on the court into a winning formula for his successful business ventures.

For the last two decades Johnson has consistently turned heads with his unprecedented partnerships. In his early years as an [entrepreneur](#), he forged an alliance with Sony Pictures to develop Magic Johnson Theatres. In 1998, he teamed with Starbucks to become the only franchisee in the history of the company, acquiring and eventually selling 125 stores in a lucrative move which further solidified his position in the business world. Both ventures served as catalysts for redevelopment in urban communities, and are widely recognized as the corporate blueprint for engagement and success with urban consumers across America.

Still a commanding presence in the [sports](#) world, he made history in 2012 when he became co-owner of the Los Angeles Dodgers, a Major League Baseball franchise that was purchased for an astronomical \$2 billion dollars. It was the highest purchase price for any professional sports team at the time. He also co-owns the Los Angeles Sparks of the WNBA, Major League Soccer's Los Angeles Football Club, and eSports franchise Team Liquid.

Johnson continues to expand his influence through a number of other investments. He currently has controlling interests in EquiTrust, a \$20 billion financial services company, 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](#). In 2015, Magic Johnson Enterprises and Loop Capital formed an alliance to create MJE-Loop Capital Partners. The firm raised a fund committed to investing millions of dollars on infrastructure improvement in the United States.

Operating under the philosophy that true success is making others successful, he is one of the leading investors in a number of minority-owned tech companies that include Uncharted Power, an award-winning power and data infrastructure technology company; Jopwell, a diversity and hiring recruiting platform; and MiTú, the Latino-fueled media brand and digital network that connects thousands of Latin content creators with viewers around the world. He is deliberate in his investment strategy to bring positive impact to the community.

Earvin "Magic"'s talks

- **The Magic of Winning**

Prior to being diagnosed with HIV in 1991, Magic Johnson was the number one pick of the 1979 NBA Draft and one of the most talented and decorated players in the history of basketball. After retiring from professional basketball, Magic turned his interest toward entrepreneurship and became a leading spokesperson on HIV education. With an enduring legacy on the court, Johnson is now establishing his legacy off the court with his latest venture, Magic Johnson Development Corporation, which develops commercial property in long neglected minority urban and suburban neighborhoods. In this presentation, Johnson delivers a passionate message about his life story and how we can make a difference in our community.

- **The Magic of Caring for Others**

Dedicated to empowering the underprivileged, Magic Johnson shares his vision for community-based organizations that address the educational, health, and social needs of children, young adults and inner-city communities throughout the nation.

- **The Magic of Creating Meaningful Consumer Experiences**

NBA legend Earvin "Magic" Johnson is a Major League Baseball owner, two-time basketball Hall of Famer, Entrepreneur, Philanthropist, and the most powerful African-American businessman in the world. Magic will join us in San Diego to address two of the major themes of DMA2014: engaging with consumers and business as a force for good. As with all great business leaders, Earvin "Magic" Johnson recognized an opportunity and, with his with acute business acumen and unwavering commitment, has not only propelled his company to the status of #1 Brand in Urban America but also transformed Urban America. His unprecedented and innovative Starbucks partnership, alone, served as the catalyst for redevelopment in urban communities and is literally the blueprint for Corporate America's engagement and success with urban consumers.