



# VERONICA JEON

Transformational & Visionary C-Suite Executive  
Executive Strategist & Advisor

COO, THE MOMENTOUS GROUP  
CEO, VSJ Inc.

## ABOUT VERONICA JEON

A transformational and visionary leader who is blazing the trail and challenging the status quo, Veronica Jeon is an executive strategist who is driving organizational impact in the public and private sectors. She is a results-oriented executive with a proven track record in C-suite roles, developing and implementing strategies to accelerate growth and profitability.

Ms. Jeon currently serves as the Chief Operating Officer for The Momentous Group, an innovative experiential company focused on delivering memorable customer experiences through sports & entertainment, hospitality, venue management, and marketing. As a culture focused leader and people-first COO, she is skilled in building and scaling diverse teams, fostering collaboration, and driving exceptional growth and expansion. Through transformative changes and strategic decision-making, Ms. Jeon has strengthened operational performance, solved complex organizational challenges, and significantly improved customer experiences. She leads a team of 170+ professionals and promotes a culture of accountability, commitment, collaboration, and excellence that leads to innovation, increased productivity, and accelerated growth/expansion. With over 20 years of strategic leadership, Ms. Jeon showcases her expertise in executive leadership, strategic planning, community engagement, strategic communications, media relations, crisis management, and brand management.

As an inspiring and passionate servant leader and business owner, she advises numerous executives and elected officials and serves on various boards including Bowie State University Board of Visitors, the Greater Washington Community Foundation Board of Trustees, and Chairs the Community Foundation Prince George's County's Advisory Board in the Washington, DC metro region.

As the Chief Executive Officer at VSJ Inc., an award-winning, full-service consultancy specializing in communications, public relations, and crisis management, Ms. Jeon is responsible for providing strategic leadership for VSJ Inc. and serving local, national, and global non-profit, corporate, and government clients.

Ms. Jeon has garnered various awards and distinctions, including PR Person of the Year, Washington Business Journal's People on the Move, and a Certificate of Recognition for Outstanding Service from the State of Maryland Office of Attorney General. She is dedicated to mentoring the next generation of entrepreneurs and leaders, creating opportunities for marginalized communities, and advocating for minorities and women in leadership. She is blazing the way for women and minorities not just having a seat at the table but also leading the bold, influential decision-making.

## BOARD EXPERIENCE

Bowie State University  
Board of Visitors  
July 2020 – Present  
Member, Advisory Board

Community Foundation in Prince George's County  
Jan 2020 – Present  
Chair, Advisory Board

Greater Washington Community Foundation  
Jan 2020 – Present  
Member, Board of Trustees

Prince George's Healthcare Alliance  
Aug 2019 – Present  
Member, Board of Directors

Community Foundation in Prince George's County  
Jul 2016 – Dec 2019  
Member, Advisory Board

Northern Virginia Urban League  
Nov 2014 – Nov 2018

After School All Stars  
Sep 2014 - Dec 2017  
Member, Board of Directors

Virginia Empowerment Council  
Jun 2014 – Dec 2017  
Vice-Chair, Board of Directors

Candidate - 2014 Man & Woman of the Year Campaign (Volunteer)  
The Leukemia & Lymphoma Society 2014

Mentor - Ladies DC Mentorship Program (Volunteer)  
Ladies DC, LLC. (LDC) 2014

## CONTACT INFORMATION



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