

Jonathan M. Herman, Biography



Considered by some to be one of the nation's foremost authorities on celebrity philanthropy and cause marketing, Jonathan's strategies and methods for maximizing community impact have been utilized by numerous high-profile athletes and entertainers. His journey as a business and philanthropy consultant began at Columbia records marketing music releases for recording artists such as Mariah Carey, LL Cool J, Peabo Bryson, Diana Krall, Regina Bell and Public Enemy (with Sandra Trim-DaCosta & Ruben Rodriguez); managing sports marketing campaigns for NBA draft picks Brian Grant, Tyrone Hill and Derek Strong (with Steve Cobb); conducting legal services for actress Kim Fields and Death Row Records (with Darrel D. Miller & Virgil Roberts); coordinating legislative affairs for Congresswoman Sheila Jackson Lee; and assisting multiple start-up businesses through planning and launch.

In 2002, Jonathan refocused his management and marketing work into a new entity that served, among others, the online branding needs of Strickland & Ashe (the largest African-American sports agency at the time) and their client, Allan Houston (the NBA All-Star and Captain of the New York Knicks). Two years later, Jonathan accepted Allan's invitation to work with him full-time to manage his business and charitable activities – resulting in the development of original programs in fatherhood and entrepreneurship that have served over 2,000 participants in New York, New Orleans, Detroit, Atlanta, Dallas and other cities. This work has led to emerging opportunities to affect public policy through the Obama Administration, and to greatly expand its impact through replication with partnering community-based organizations nationwide.

While serving as Executive Director of the Admiral Center at Living Cities for David Robinson (NBA Hall-of-Famer), Jonathan developed strategies and methods for maximizing celebrity impact in program development and systems change which have been applied to Eva Longoria (actress), Chris Paul (NBA All-Star), Dave Matthews (recording artist), Russell Simmons (entrepreneur), Steve Harvey (comedian), Dwayne Wade (NBA All-Star) and others. Overseeing all aspects of the center's development during his tenure, Jonathan took the initiative from concept to reality.

As an activist, Jonathan began serving others while in high school as one of the youngest members of Future Atlanta, a community development think tank organized at the Jimmy Carter Presidential Library. While at Xavier University (OH), Jonathan spearheaded a successful effort to establish E Pluribus Unim (a mandatory cultural diversity class) and founded UNITE (a student organization aimed at breaking racial and cultural barriers on campus). During law school Jonathan mentored youth criminal offenders, worked in Washington, DC on important congressional legislation, and helped win a landlord-tenant legal settlement involving gentrification in Boston's historic South End neighborhood. Most recently, Jonathan co-founded a business education program with Allan Houston to help stem the tide of economic displacement in urban communities across the country by empowering young adults to start sustainable businesses that have positive economic impact within their communities.

Today, Jonathan continues to apply his proven strategies to client initiatives around the country through Strong Representation, a business and philanthropy consultancy with particular expertise in meeting the needs of sports and entertainment clientele, and possessing unique resources in mobile content development and social media.

The recipient of collegiate leadership awards, Jonathan holds a Bachelor's Degree of Science in Business Administration from Xavier University (Cincinnati, OH) and a Juris Doctorate from the Northeastern University School of Law (Boston, MA). Jonathan has also served as a panelist and judge for various symposiums and business plan competitions for New York Law School, the Kellogg Foundation / Council on Foundations, National Foundation for Teaching Entrepreneurship, Greater Harlem Chamber of Commerce, Tulane University and the Massachusetts Institute of Technology; and has been an invitee to the Silicon Valley Philanthropy Summit.