



Carmen Daniels Jones

PRESIDENT/CEO – SOLUTIONS MARKETING GROUP

A business leader, visionary and advocate, Carmen Daniels Jones is the President and CEO of Solutions Marketing Group, a marketing consulting firm, based in Washington, D.C., with exclusive expertise in helping companies and government agencies build deeper, profitable brand relationships with the nation's 56 million people with disabilities. With over twenty years strategic consulting experience, Carmen is a leading expert on the dynamics and nuances of disability-focused branding and marketing; employment and customer service.

With her work, she advises companies on the viability and economic vitality of the disability market and positions them as inclusive, industry leaders. With her voice, she drives a passionate and informed conversation around the needs and desires disability community—one of strength, empowerment and equality.

Prior to founding SMG, Carmen led the strategy and development of key, integrated marketing campaigns as the Vice President of Marketing at Evan Kemp Associates, Inc., and its three subsidiaries. From 2009 to 2016, Carmen served diligently as a Senior Advisor and Director of the Office of Small and Disadvantaged Business Utilization at the U.S. Department of Agriculture (USDA), as a political appointee of the Obama Administration. In this role, Carmen developed market entry strategies and partnerships with national retailers on behalf of minority farmers in the rural South. She also oversaw marketing and programmatic strategies for small businesses seeking to establish vendor partnerships with USDA.

As her company expanded alongside her passion to connect the disability market with compassionate companies, brands, products and services, Carmen stepped out of federal service and back into her position as CEO of SMG. Under her direction, the firm has driven the marketing and employment strategies for Fortune 100 companies such as AT&T, Visa and American Express.

Carmen's insight has been featured on On A Roll Radio, CNNfn, the New York Times, Black Enterprise, Glamour, New Mobility and Essence Magazine. She regularly connects with audiences through her workshops, trainings and keynotes. Carmen is a graduate of Hampton University, with a B.S. in Marketing. During her junior year she was injured in an automobile accident, resulting in paraplegia.

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