

# Biographical Description for The HistoryMakers® Video Oral History with Sandra Miller Jones

PERSON

Jones, Sandra Miller, 1946-

**Alternative Names:** Sandra Miller Jones;

**Life Dates:** August 6, 1946-

**Place of Birth:** Winston-Salem, North Carolina, USA

**Residence:** Bermuda Run, North Carolina

**Work:** Winston-Salem, North Carolina

**Occupations:** Marketing Chief Executive

## Biographical Note

Marketing executive Sandra Miller Jones was born on August 6, 1946 in Winston-Salem, North Carolina. In 1968, Jones received her B.A. degree in sociology from Howard University, where she was a member of the Alpha Kappa Alpha Sorority. She then became the first African American woman to graduate from Northwestern University's Kellogg School of Business when she received her M.B.A. degree in 1971.

Upon graduation, Jones was hired as the first African American woman manager at Quaker Oats Company, where she managed several of the company's major franchises including the \$100 million-plus Quaker Oatmeal franchise. In 1978, Jones left Quaker Oats and founded Segmented Marketing Services, Inc. (SMSi), a national marketing services company. SMSi's client list includes Procter & Gamble, Blue Cross and Blue Shield, Revlon, Quaker Oats, Kraft Foods, General Mills, and the United States Postal Service, among others. In 2013, Jones founded SMSi Health Insurance Solutions, whose mission is to help underserved consumers acquire affordable health insurance. She also became an adjunct professor of marketing at Wake Forest University's Babcock School of Management.

Jones helped establish the National Black MBA Association and the Chicago Minority Purchasing Council, and helped start a business initiative for the League of Black Women in Chicago, Illinois. She has served as board chair of the Jack and Jill of American Foundation's WIN (We Invest Now) for Tomorrow, a program that teaches financial and investment skills to African American teenagers. She has also served on the boards of Family Services, Inc. and Summit School in Winston-Salem, as well as board chair of the Winston-Salem YWCA. In addition, she was active in women's and

youth activities at Goler Memorial AME Zion Church in Winston-Salem.

Jones is married to her business partner, Lafayette Jones. They have one daughter, Bridgette.

Sandra Miller Jones was interviewed by The HistoryMakers on August 14, 2014.

## Related Entries

**Howard University** [STUDENTOF]

[from ? to ?]

**B.A.**

**Northwestern University, Kellogg School of Business** [STUDENTOF]

[from ? to ?]

**M.B.A.**

**Kimberley Park Elementary** [STUDENTOF]

[from ? to ?]

**Paisley IB Magnet School** [STUDENTOF]

[from ? to ?]

**Winston-Salem Journal** [EMPLOYEEOF]

[from ? to ?]

**Junior Reporter**

**First National Bank of Chicago** [EMPLOYEEOF]

[from ? to ?]

**Job Corps RCA** [EMPLOYEEOF]

[from 1968 to 1971]

**Residential Advisor**

**Quaker Oats Company** [EMPLOYEEOF]

[from 1971 to 1978]

**Group Brand Manager**

**Segmented Marketing Services, Inc.** [EMPLOYEEOF]

[from 1978 to ?]

**CEO**

**Alpha Kappa Alpha Sorority** [MEMBEROF]

[from 1966 to ?]

**Member**

**National Black MBA Association** [MEMBEROF]

[from 1972 to ?]

**Founder**

**League of Black Women** [MEMBEROF]  
[from 1975 to 1980]

**Founder**

**Family Services, Inc.** [MEMBEROF]  
[from 1993 to 1995]

**Board Member**

**Summit School** [MEMBEROF]  
[from 1999 to 2003]

**Board Member**

**Gateway YWCA** [MEMBEROF]  
[from 2012 to 2014]

**Board Chair**

**The Links, Inc.** [MEMBEROF]  
[from 2013 to ?]

**Member**