

Biographical Description for The HistoryMakers® Video Oral History with Lafayette Jones

PERSON

Jones, Lafayette Glenn, 1944-

Alternative Names: Lafayette Jones;

Life Dates: February 17, 1944-

Place of Birth: Cincinnati, Ohio, USA

Residence: Bermuda Run, North Carolina

Occupations: Publisher; Marketing Chief Executive

Biographical Note

Marketing chief executive and publisher Lafayette Glenn Jones was born on February 17, 1944. He credits his parents, who managed a small landscaping business, with his own entrepreneurial drive. Jones received his B.A. degree from Fisk University in 1965, and went on to attend executive management programs at Dartmouth College's Amos Tuck School of Business and Stanford University's School of Business.

Jones first worked for the Job Corps and the YMCA as a program director in the mid-1960s. He then directed client promotions at the Washington, D.C. radio station WOL from 1967 to 1969. From 1969 to 1974, he worked as a sales and marketing executive for Lever Brothers, Pillsbury Company and General Foods. From 1974 to 1979, Jones served as a marketing manager for Hunt-Wesson, where he created the Orville Redenbacher Gourmet Popping Corn and Hunt's Manwich strategies. In 1979, he was appointed as vice president of marketing and sales at Johnson Products Company in Chicago, Illinois. In 1981, Jones founded and served as executive director of the American Health and Beauty Aids Institute (AHBAI), the trade association of black hair care companies. He also founded Smith-Jones & Associates, an association management firm.

In 1988, Jones was named vice president and general manager of Supreme Beauty Products Company, the hair care subsidiary of Johnson Publishing Company. He then joined Sandra Miller Jones' Segmented Marketing Services, Inc. (SMSi) in the early 1990s, where he went on to serve as president and chief executive officer of SMSi-Urban Call Marketing, Inc. and publisher of the company's Urban Call magazine. Jones also became publisher of SMSi's Shades of Beauty magazine in 1998.

Jones has authored articles for numerous publications including OTC Beauty Magazine

and the Beauty Industry Report. He authored a column in Sophisticate's Black Hair Styles and Care Guide and the 1999 Green Book's special section on ethnic hair care. Jones also wrote a column for ShopTalk magazine for fifteen years. He is a frequent speaker at conferences and has guest lectured at Harvard University, Dartmouth College, Duke University, Wake Forest University, and Howard University. Jones has also served on the boards of several organizations including Urban Getaways, the Mardan Institute and the Promotion Marketing Association.

Jones is married to his business partner, Sandra Miller Jones. He is the father of four children: Kevin, Melanie, Tara and Bridgette.

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

Related Entries

Fisk University [STUDENTOF]
[from ? to ?]

B.A.

Dartmouth College [STUDENTOF]
[from ? to ?]

Attended Executive Management Program

Stanford University [STUDENTOF]
[from ? to ?]

Attended Executive Management Program

Smith-Jones & Associates [EMPLOYEEOF]
[from ? to ?]

Founder

Job Corps [EMPLOYEEOF]
[from 1960 to 1960]

Program Director

YMCA [EMPLOYEEOF]
[from 1960 to 1960]

Program Director

WOL Radio [EMPLOYEEOF]
[from 1967 to 1969]

Director of Client Promotions

Lever Brothers; Pillsbury Company; General Foods [EMPLOYEEOF]
[from 1969 to 1974]

Sales and Marketing Executive

Hunt-Wesson [EMPLOYEEOF]
[from 1974 to 1979]

Marketing Manager

Johnson Products Company [EMPLOYEEOF]
[from 1979 to 1981]

Vice President of Marketing and Sales

American Health and Beauty Aids Institute [EMPLOYEEOF]
[from 1981 to ?]

Founder and Executive Director

Supreme Beauty Products Company [EMPLOYEEOF]
[from 1988 to ?]

Vice President and General Manager

Segmented Marketing Services [EMPLOYEEOF]
[from 1990 to ?]

President and Chief Executive Officer, SMSi-Urban Call Marketing, Inc.

Urban Call Magazine [EMPLOYEEOF]
[from 1990 to ?]

Publisher

Shades of Beauty Magazine [EMPLOYEEOF]
[from 1998 to ?]

Publisher

Urban Getaways [MEMBEROF]
[from ? to ?]

Board Member

Mardan Institute [MEMBEROF]
[from ? to ?]

Board Member

Promotion Marketing Association [MEMBEROF]
[from ? to ?]

Board Member