



LIFE'S MOST
persistent and urgent
QUESTION IS,
"what are you doing for others?"

Martin Luther King, Jr.

MLK CELEBRATION

Presented by Peer Multicultural Educators

TUESDAY, JANUARY 21, 2020

MAIN GYM · 11:25 AM - 12:30 PM

Welcome

Dr. José Torres,
President

Mod 21

"Lift Every Voice and Sing"

S.O.U.L. (Spirit of Universal Love)
Creations

Interactive Drumming
Experience

IMSA Student Spoken Word Competition

"America To Me" Winners

Keynote Speaker

Jason Wiley '99

Closing

Dr. Robert Hernandez,
Principal

[ABOUT OUR SPEAKER]

JASON WILEY

Class of 1999

Jason Wiley is a marketing executive with over 15 years of experience in brand management, sports, entertainment, and tech industries. Initially starting his career in entertainment marketing, Jason has worked on multi-million-dollar global campaigns and developed strategies to reach millions of consumers. A Chicago native, Jason pursued his professional career by attending the prestigious Wharton School of Business at the University of Pennsylvania.



Upon his graduation, he secured his dream job and began working for Bad Boy Entertainment. Soon after starting at the company, Jason's hard-work and diligence caught the attention of Mr. Sean 'Diddy' Combs, who decided to fast track Jason's career. After only a year on the job, Jason was promoted to Director of Marketing. In this prominent position, Jason was responsible for creative direction as well as brand development of the artists on the label. Due to Jason's hard work, branding and the increased success at Bad Boy Entertainment, Jason was recruited heavily by Jive Records. In 2007, Jason joined Jive as Director of Marketing. Jason worked on a diverse portfolio of projects. Also, while at Jive, Jason's responsibilities increased to include supervising more staff and setting departmental goals for the staff to meet quarterly.

In December of 2010, Jason was asked to return to Bad Boy Entertainment as the Vice President of Marketing. In his new position, Jason was now responsible for the overall branding and direction of the label and its numerous artists. His duties included overseeing a 10 to 15-million-dollar budget, develop brand and corporate relationships, enhance the digital department, and oversee the business strategy for the company.

After years of utilizing his skills in the entertainment industry, Jason began to consult and help other companies to build and create successful marketing strategies. Jason helped to build a cutting-edge marketing company, Bridge Agency that focused on creating engaging campaigns through content, experiential marketing, and social media. Bridge Agency's techniques quickly brought in new clients such as HBO, ESPN, Chef's Cut Beef Jerky, BET, Sony Entertainment, and others.

In May of 2016, Jason looked to accomplish another professional goal and began an exclusive two-year consultation in the sports industry. He joined the Philadelphia 76ers as the Vice President of Content and Integrated Marketing, while maintaining his partnership at Bridge Agency. Jason was responsible for overseeing content, social, digital, and in-game entertainment for the team. Having lived in Philadelphia during the Allen Iverson heyday, it was only right that Jason return and help the Sixers usher in a new legacy of stars.

Now Partner and Chief Strategist for This Is Dope, Jason is excited to work with a team that is only concerned with putting the client and customer first. It is exciting to be a leader at a growing company that is creating compelling campaigns for a variety of clients.