

LAJUANNA RUSSELL

Founder, President & CEO



A visionary, award-winning business leader.

LaJuanna Russell is driven by her deeply held belief in the tremendous value of the human spirit. She dedicates her energy and passion for business not only to growing her own company but also to reaching out, around, and behind her – to extend a helping hand so that others will succeed.

Ms. Russell founded Business Management Associates, Inc. (BMA), a business process and human capital management firm, after a decade of experience in the IT consulting industry. As President and CEO, she has grown her Alexandria, VA, company from a \$500 investment in 2005 to a flourishing federal, state, and local government contracting firm with more than 100 employees and \$10 million in yearly revenue. Today, her smart, dedicated staff members integrate people and process to transform client organizations and meet BMA's vision – Love thy work, Love thy customer, Love thy system®.

Ms. Russell focuses on human capital in her community, too, giving her time freely so that others may prosper. She mentors young African-American women business owners, sharing her passion for enterprise, and actively supports Year Up, an organization empowering low-income youth to follow professional careers. Ms. Russell serves on the City of Alexandria Commission for Employment (ACE) whose mandate is to develop a consistent, compelling message and increase visibility for the city's Workforce Development Center (WDC). We connect the local business community with individuals in search of employment.

Ms. Russell serves as Chair of the Board of the boards of Small Business Majority, a national organization that advocates for small business issues at the federal, state, and local government levels.

Ms. Russell's keen intelligence and creative approach to consensus building have made her much in demand for speaking engagements. In January of this year she was invited to testify before Congress and spoke on, "Improving Small Business Input on Federal Regulations: Ideas for Congress and a New Administration."