

Meet the 2022 Diverse Voices

Adrian Jones

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Since joining J.P. Morgan Private Bank's Miami office in 2018, [Adrian Jones](#) has helped grow a diverse local client base, driving growth of 45% annually in 2021. He also works with other business lines to identify and support minority-owned businesses.

Equally important, he has nurtured a culture of empathy and passion, creating a multicultural environment at the firm and a strong, diverse talent pipeline from local universities and HBCUs.

He need only look within for why diversity is important at the bank. In his personal and professional lives, he has encountered roadblocks and setbacks he attributes to racial bias. Yet, unlike the challenges one might expect, these obstacles inadvertently led to Jones' success by helping him develop an optimistic and resilient mindset.

"No challenge is too arduous, and no conflict is unresolvable," he said. "I approach each day with this in mind, as I believe it has led me to the success in my career."

He shares his optimism throughout the community. The bank's Advancing Black Pathways seeks to strengthen economics in the Black community through career opportunities and mentorship for Black talent. In a partnership with the Miami Marlins, Jones hosts financial literacy sessions, and he participated in the Sports Can Battle Racism initiative alongside former Marlins CEO Derek Jeter. By shaping a collaborative and value-driven culture, he's able to encourage multiple cultural viewpoints. "Working in teams where we [have] a range of perspectives and unique qualities is what makes us successful in confronting internal or external business challenges, and ultimately leads to the benefit of the firm as a whole," he said.

What's corporate America's strength regarding D&I? Our strength is our resilience. Diversity and inclusion practices are mission critical for success for all companies because they enhance employee representation across all demographics. These practices not only bolster commercial success and revenue, but they also increase employee retention and thus prove to be beneficial for all shareholders and stakeholders of the enterprise.

Why is it important for businesses to embrace D&I initiatives? Systematic racism is a tragic part of America's history and has tangentially impacted our corporate sector. It may take generations to undo the wrongs that have been committed, but it begins with having an open dialogue about what makes us all different, and placing value on those differences at the corporate level. This can be done through getting involved in D&I initiatives within the firm, as well as internal business resource groups.

What responsibility do you and your peers have to advance D&I in your workplace or sector? At the local market level, we intentionally seek to increase the number of our diverse talent with the same tenacity that we seek to grow market share and client acquisition. It is a fundamental part of our business strategy and beneficial to our community long term. While keeping this effort a priority, we are able to advance D&I in our workplace.

How can a company become a D&I role model for other businesses? JPMorgan Chase can serve as a D&I role model for other businesses due to our responsibility as America's largest bank and how we truly invest in the communities that we serve. We use our philanthropic programs and business resources to accelerate growth across education, career development and wealth creation.

