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ASSOCIATION, INC.



## Jesse Tyson, MBA

President and CEO, The National Black MBA Association<sup>®</sup>



*“One of The 100 Most Powerful Executives in Corporate America”  
-Black Enterprise Magazine*

### Biographical Overview

For more than 35 years, Jesse Tyson has been a thought leader, business strategist and implementer. Through technological innovation, keen business strategy and aggressive business tactics, his career grew from an early interest in marketing and sales with initial successes in sales strategy and operations; to his regional expertise in energy policy, to leading road transportation, safety and efficiency operations at the world’s largest oil and gas corporation, **Exxon Mobil**. Tyson’s acumen for not only business operations, but strategy, also put him in the position of leading the Global Aviation business for Exxon Mobil based in Brussels, Belgium, where he worked across multiple industry groups developing strategic customer segmentation solutions, operations and shareholder return requirements. He directed a \$10 billion business with clients in over 50 countries and 500 locations that delivered over 40% in returns for Exxon Mobil and delivered \$30 million per year in operating efficiencies.

Mr. Tyson is an international business trailblazer, a global marketing and operations expert and a recognized name in the multinational oil and gas industry.



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## Early Career: Jesse's Rise at Exxon Mobil

Prior to relocating to Brussels Belgium, Jesse Tyson served in many positions within Exxon Mobil, with responsibilities in **Europe, Asia, Latin America, Africa** and the **USA**. Mr. Tyson led the South America Fuels Marketing efforts for Exxon Mobil as Marketing Director and President of Exxon Mobil Inter-America. As chief of the Exxon Mobil South America Fuels group, his focus areas included the retail fuels "free" and regulated markets. He represented Exxon Mobil as a spokesperson with the Council of the Americas, the **US Department of Commerce, US Department of State** and the **US Department of Energy**. Earlier in his career, Mr. Tyson served as the Global Customer Service and Logistics Manager with functional responsibility for operations, road transportation and order to cash management. In this position, he pioneered Exxon Mobil's global call center consolidations project, consolidating 40 global call centers into 9 central facilities.

## Early Life

Raised up by his grandparents, both of whom were sharecroppers, Jesse Tyson grew up in rural Jackson, Tennessee, to humble beginnings. The Tyson family atmosphere was one of love, hard work and compassion, where he was taught to be moral and ethical *"in all his dealings"*. Jesse had a very close relationship with his grandparents, Lena and David Taylor. His grandmother received a 10<sup>th</sup> grade education and his grandfather held no formal education. Most importantly, Jesse's grandparents made tremendous sacrifices and encouraged him to strive for excellence through education.

In 1970, Jesse enrolled at **Lane College** where he studied business and economics. While at Lane, he was awarded a prestigious **Economic Internship** with the US Department of State to study the economic impact of the drought in Senegal, West Africa. Tyson graduated from Lane in 1974, with honors, and entered **The Ohio State University** where he earned a **Master's Degree in Business Administration** in Marketing in 1976. Later in his career, Jesse attended the **Brookings Institute**, a renowned nonprofit public policy organization and the **International Institute for Management Development Business School** in Lausanne, Switzerland.

## Philanthropic Efforts

In 2011, Jesse announced his retirement from a 35 year career at Exxon Mobil as the **Global Aviation Director** to begin a new chapter in his life, *philanthropy*. In addition to tallying many accolades of being a leader at Exxon Mobil, Jesse Tyson has received numerous awards for his philanthropic work and benevolence. **Black Enterprise** magazine named Tyson *"one of the most influential people of the 20th century."* Most recently, he received The Ohio State University Fisher College of Business **Global Diversity Award** and the **Pacesetter Award** and the **100 Black Men of America Lifetime Achievement Award** for Community Service. He is a life member of **Alpha Phi Alpha Fraternity Incorporated**, where he participates in the development of leaders, promotes brotherhood and academic excellence, while providing service and advocacy for diverse, multicultural communities. As a child who grew up in the segregated South, Jesse experienced limited access to educational opportunities, scholarships and academic advancement. To this end, Jesse made a commitment to his grandparents that he would pursue his personal obligation to *"give back"* to ensure other black children had equal access to educational programs and growth incentives. For more than 45 years, Jesse worked with nonprofit and civic organizations to promote the welfare of others, by generous donations of money, time and resources.



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## Jesse Tyson Today

Jesse Tyson is a lifetime member of the **National Black MBA Association®**. He currently serves as **President and CEO** of the **National Black MBA Association (NMBBAA®)**, the largest association of MBA graduates in the United States. He develops strategic partnerships that result in the creation of intellectual and economic wealth in the black community through the NMBBAA®'s five channels of engagement: **education, career, leadership, entrepreneurship, and lifestyle**. The NMBBAA® is a membership organization with more than 10,000 members, 45 chapters, and nearly 450 corporate partners. He learned early on that working in a multicultural and international environment is a key asset in cultivating business relationships and an appealing advantage in leading organizations into the global marketplace.

Jesse credits his success with the ability to constantly challenge the people around him to exceed expectations.

## Personal Life

Jesse Tyson has been married to Cheryl Tyson for 30 years and they have three adult daughters: Tamika, Cormisha and Christina and one grandson, Christopher. A **sports enthusiast**, Jesse likes traveling internationally, attending sporting events, working with youth organizations and spending time with his family. Cheryl and Jesse are both **art aficionados** and regularly host art exhibitions at their home in Texas.

## Civic Memberships, Awards and Related Success

- National Black MBA Association (Life Member and Ex officio Member of the Board of Directors)
- Alpha Phi Alpha, Fraternity, Inc. (Life Member)
- Lane College (Member, Board of Trustees)
- Florida Agricultural and Mechanical University (FAMU) (Past Board Member, Board of Trustees, Appointed by Former Governor Jeb Bush)
- The Ohio State University Fisher College of Business (Member, Dean's Advisory Board)
- Florida International University (Past Board Member, Dean's Executive Advisory Board)
- Foundation for Management Education in Central America (FMECA) (Member, Board of Directors, 2003-2008)
- The Ensemble Theatre (Past Board Member 1991-1995 and 2012 to present)
- Children's Museum of Houston (Past Board Member, 1993-1995)
- Jack & Jill Foundation of America (Treasurer, 1999-2006)
- Orange Bowl Committee (Member)
- Executive Leadership Council (Member)
- 100 Black Men of America (Honorary member)
- Twelve Good Men honoree (Ronald McDonald House Charities, 2005)
- NAACP Achievement Award Recipient (2001)
- Jack & Jill Father of the Year (Awardee, 2001 & 2004)
- UNCF Alum of the Year Awardee (2004)
- National Association for Equal Opportunity in Higher Education (Recipient, Presidential Citation, 1988)