

*"Dress for Success is about much more than just suits—simply stated—we change lives."*



**Joi Gordon joined Dress for Success®** as the executive director of the New York program in 1999 and in 2002 took over leadership of Dress for Success Worldwide. Her primary goals are to ensure that Dress for Success becomes recognized as a leader in promoting the economic and social development of disadvantaged women, and to expand the organization's reach—so that more and more women across the globe will have access to the resources and tools they need to succeed in the workplace.

One of Joi's proudest accomplishments is to have succeeded in building a passionate, dedicated and talented staff who will make these objectives a reality. Assembling such a capable group has enabled Dress for Success to improve the services that it offers to its clients, who now number more than 50,000 worldwide each year. In addition, the staff has expanded and strengthened the organization's affiliate network and increased the support that is offered to its members.

"I am incredibly fortunate to have a job that combines my commitment to public service with my passion for women's issues," says Joi.

As the CEO of Worldwide, Joi spearheaded a rebranding of Dress for Success, complete with a new mission statement, tagline and logo. Under her leadership the organization has broadened its scope to include employment retention in addition to suiting. Dress for Success now supports women as they find and retain employment, and helps these women turn their jobs into rewarding careers. The Dress for Success suiting program has grown tremendously while the organization has launched new initiatives to assist clients in their efforts to grow professionally.

Among her professional activities and relationships, Joi is a member of the board of directors of America's Charities, a non-profit leader in workplace giving. Joi also serves on the advisory board of Atlanta-based non-profit Project Single Mom and is a member of Greater Queens Chapter of the Links, Inc. She served on the corporate board of directors of Urban Brands, the owner of Ashley Stewart, a leading specialty retailer that targets the fashion-savvy urban woman. She has also served on several inaugural women's advisory councils, including those for American Airlines, Office Depot and VOICE, an imprint of Hyperion Books.

In recent years, a number of prominent institutions have recognized Joi for her achievements. In 2009 she was presented with the Vice Chancellor's Award from The American Foundation for the University of the West Indies, and was also named as one of the 25 Most Influential Black Women in Business by *Network Journal Magazine*. In 2007 Joi received an Ellis Island Medal of Honor. A February 2007 cover story in *Black Enterprise* magazine recognized Joi's leadership of Dress for Success as an example of successful social entrepreneurship. Additionally, Office Depot, Harlem YMCA and Coalition of 100 Black Women in New York City, among other organizations, have presented Joi with community service and visionary awards.

Joi received her B.A. in radio/television broadcasting from the University of Oklahoma and her *juris doctorate* from its College of Law. She lives with her husband Errol in Queens, where they own and operate a fleet of luxury limousines. Her greatest joys are her two children, Sydney and Nicholas.