

Kevin L. Clayton - Bio

Clayton is the Vice President of Diversity, Inclusion & Engagement for Rock Entertainment Group, the holding company for the Cleveland Cavaliers. He is responsible for developing and leading the DEI strategic plan for all Cavalier properties including the Rocket Mortgage Fieldhouse, The Cleveland Monsters, Charge and Legion.

Clayton's approach to diversity & inclusion is grounded in a belief that everyone is part of the DEI landscape. He has successfully used this approach with the Cavs to develop a strategic DEI business plan that has delivered quantitative and qualitative results impacting representation of the workforce, the culture of the workplace, revenue from the marketplace, authentic community and fan engagement.

Clayton is also the Board Chair for Creating Healthier Communities (CHC). CHC is a national health organization that for more than 65 years, has been creating stronger, healthier communities by build capacity for nonprofits by raising awareness, amplifying their message, and driving more funds and supporters to their cause.

Prior to joining the Cavs, Clayton was the Chief Diversity and Inclusion Officer for Bon Secours Mercy Health, the 5th largest Catholic healthcare provider in the country. In his role as CDIO he was responsible for developing, leading and implementing the ministries D&I plan across 7 States effecting 50,000 employees. Clayton also led the language services, supplier diversity and the executive talent functions.

Prior to joining Mercy, Clayton was the managing partner of JumpBall LLC, an entity that he founded in 2012. JumpBall has multiple lines of business that includes management consulting, apparel, sports and entertainment. The company's business model is structured to leverage the economic strength within multi-cultural communities that often are discounted, overlooked and/or underserved.

Clayton has also held the title of Chief Diversity and Inclusion Officer for the United States Tennis Association and the American Cancer Society. In these roles, Clayton successfully transformed and elevated both entities diversity efforts from a community outreach strategy into a comprehensive business model.

Clayton's most significant industry contribution was made during his tenure as Corporate VP of Global Diversity at Russell Corporation, parent company of Russell Athletic, Bike, Spalding, and Brooks, where he was responsible for developing the company's global diversity strategy. He created and integrated an innovative concept called the "Diversity Profit Center" into Russell's culture that delivered an incremental \$30mm in revenue. The profit center was the first of its kind where one of the success metrics used for the diversity department was profit and losses. It is still one of the few measurable case studies of diversity having a direct impact on revenue and profits. Because of this initiative, Clayton's work was cited in the October 2005 issue of The Harvard Business Review.

Kevin is a native of Cleveland, Ohio. He has 4 Daughters, Granddaughter and Grandson. Additionally, Kevin serves on many local and national community and non-profit boards including the Greater Cleveland Urban League and the famed Cleveland City Club. Kevin is a highly sought-after speaker and has been recognized in multiple national publications. He is an Alum of North Carolina Central University and received a Bachelor of Arts Degree in Business Administration and Psychology from Wilmington College (Ohio) where he was a co-captain and student athlete on the basketball team.