

Meet Joyce “JJ” Jelks, current Head of People & Culture at Wieden & Kennedy NY, where she oversees all facets of Human Resources. Nothing short of a Power-house, JJ also serves as a Major in the Army Reserves within the Inspectors General Office at United States Southern Command based in Miami, FL. She is Founder of Ottawa Park HR Advisory, an organization that shares "out of the box" Human Resources solutions with culturally woke and outwardly progressive companies. Ottawa Parks most noted client list currently includes Retail brands such as Aimé Leon Dore, Studio Butch and American Professional Soccer player Sean Johnson.

JJ has extensive experience in the world of HR and Sports as she previously served as Head of Human Resources at Excel Sports Management, New York City Football Club (NYCFC), NJ Devils/Prudential Center and Brooklyn Sports and Entertainment. JJ currently resides in New Jersey with her husband and son.