



Lalohni Campbell, Founder & CEO
Per/Se Media Group, Inc.
Storyteller | Builder | Connector | Magic-Maker

Lalohni Campbell (LA) is the Founder and President of Per/Se Media Group, an award-winning creative communications firm that builds brand visibility, eats the digital media beast, and uncovers new ways to drive revenue for leading global brands. Client partners range from automotive and consumer goods to nonprofits and technology companies such as Amazon Studios, Apple & Southern Company's PROPEL Innovation Center, BMW, Colgate, Operation

HOPE, The John Lewis Legacy Foundation, and the Atlanta Beltline Partnership, among others. Culled from an Oscar Wilde novel, the name Per/ Se sums up her ethos: *"There's only one thing in the world worse than being talked about, and that is not being talked about."*

For more than two decades, LA has been a trusted advisor to some of the world's most innovative thinkers, business disruptors, and culture influencers. A crisis management expert, she has helped client partners effectively communicate during times of chaos and change. Accolades include leading the branding and PR for Georgia's film industry, which resulted in \$9.5 billion in economic development. LA and her team have also been elevating financial literacy and entrepreneurship through Operation HOPE's partnerships with Delta, the NFL, Shopify, Truist, Walmart and Wells Fargo, to name a few. Collectively, the organization has infused more than \$4 billion in economic activity into underserved communities. Before founding Per/Se, she excelled in investor relations for a publicly traded technology company, honing her financial competence and decision-making acumen. A proud Atlanta native, LA lives at the nexus of art and community. She is a graduate of Leadership Atlanta's 2024 class and was recently appointed to the Mayor's committee for 2026 FIFA World Cup.

LA earned her BA from Duke University, with honors as a US Junior Fellow, as well as an MBA from Clark Atlanta University. Today, she resides in W. Midtown with her husband and their senior dog, Maximus. She enjoys high-performance driving, cycling, travel and millinery.

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