



**WORLDWIDE SPEAKERS GROUP LLC**  
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## **DEETTA JONES**

DeEtta Jones is a visionary leader, strategist, and CEO with over 30 years of experience guiding organizations through transformational change. As the founder and CEO of DeEtta Jones & Associates (DJA) and CultureRoad, she has been a trusted advisor to Fortune 500 companies, top-tier universities, and global organizations, helping them build high-performing, people-centered leadership cultures.

For over two decades, DJA has been a leader in executive development, offering data-driven strategies and scalable solutions that empower leaders at all levels. CultureRoad, her HR SaaS platform, takes leadership development further by integrating continuous learning, peer engagement, and real-time analytics, revolutionizing how organizations build and sustain leadership excellence.

DeEtta is a sought-after keynote speaker and advisor to C-suite executives, guiding organizations to align their people strategy with business success. Her expertise includes: Executive and leadership development—equipping leaders with the skills, confidence, and strategic mindset to navigate complexity and change; workplace culture and organizational strategy—helping companies create environments that drive engagement, innovation, and long-term retention; scaling through technology—leveraging AI and digital learning ecosystems to make leadership development more accessible and impactful; and enterprise-wide change and business impact—implementing strategic, research-based solutions that enhance leadership effectiveness and workplace resilience.

With a dynamic presence and a deep understanding of leadership and organizational behavior, DeEtta has trained and inspired thousands of professionals worldwide. A singular mission drives her work: to help leaders and organizations create stronger, smarter, and more resilient workplaces—where both people and businesses thrive.

DeEtta holds a BS in Psychology, MS in Higher Education Administration from Colorado State University, and an MBA from Johns Hopkins University. She is a recognized board leader, serving on the National Small Business Association, Perspectives Charter School, and as the incoming engagement officer for YPO's Social Impact Network, collaborating with global executives to drive purpose-driven business strategies.