

# **Justin Travis Kelsey**

Bank of America/Assistant Vice President, Digital Strategy & Innovation  
VAXA Digital/Founder and Chief Experience Officer  
Drone Multimedia/Co-Founder

**Age:** 27

## **WHERE WERE YOU BORN?**

Palm Beach, Florida

## **HOW LONG HAVE YOU LIVED IN CHARLOTTE AREA?**

Four years

## **TELL US A LITTLE BIT MORE ABOUT YOU?**

While I've got a very corporate resume on paper since graduating from college, my entrepreneurial roots go back far deeper. In middle school, I launched my very first company – producing chocolate covered gummy bears to sell at school. From there, I was hooked – starting another four companies in high school. Fast forward through the college years and up until today, I'm currently running a 6-figure digital advertising firm, teaching two online courses, hosting a podcast, and somehow still managing to work a very well-respected job at the bank.

## **DURING YOUR TIME VOLUNTEERING FOR A COMMUNITY ACTIVITY OR PROJECT, WHAT IS YOUR MOST MEMORABLE MOMENT?**

During my days volunteering with Junior Achievement, my most memorable moment was seeing the joy in a child's eyes when they realized they could make money doing what they loved – especially if that meant collecting and selling Jordan shoes, as I specifically remember with one of my most enthusiastic students.

## **IN YOUR OPINION, HOW DO YOU CONTRIBUTE TO THE COMMUNITY? PLEASE BE AS DETAILED AS YOU CAN.**

Now in Charlotte, I make it my mission to give back to my city by performing 80+ hours of pro-bono consulting and creative work for local non-profits each year, valued at over \$8,000. To date, my favorite organizations supported have been E2C Charlotte, Junior Achievement, and Give Hope Global.

**PLEASE LET US KNOW ANY AWARDS OR RECOGNITIONS YOU'VE RECEIVED IN YOUR PROFESSIONAL CAREER:**

Selected as one of 30 (from more than 3,000 applicants each year) into the highly-selective Florida Blue Key organization, the oldest and most prestigious leadership organization in the State of Florida

**WHAT ARE YOUR HOBBIES OR INTEREST?**

Starting new businesses, filmmaking, travel (and travel vlogging), and racing cars (both on and off the track)

**WHAT IS YOUR FAVORITE QUOTE THAT YOU STAND BY?**

"The secret to getting ahead is getting started." – Mark Twain

**WHERE DO YOU SEE YOURSELF IN 5 YEARS? 10 YEARS?**

5 years from now I see myself having just sold VAXA Digital to an e-commerce private equity firm, or potentially running our own portfolio of brands and keeping the agency side in-house. In 10 years, I would like to be running a successful venture capital and/or angel fund that focuses on bringing tech and retail innovation to Charlotte.

**CAN YOU SHARE ONE THING THAT IS ON YOUR BUCKET LIST?**

Spend 6 months pack backing through the countryside of Vietnam and surrounding countries

**WHEN WAS THE LAST TIME YOU USED YOUR PASSPORT?**

November 2019; visited Amsterdam, Paris, and Brussels for the first time

**WHAT IS A FUN FACT ABOUT YOURSELF THAT NO ONE KNOWS?**

All four of my wisdom teeth have grown in perfectly, though I've got a 5<sup>th</sup> "Siamese" wisdom tooth attached to one of them and hidden inside my gums

**WHO IS YOUR HERO?**

Elon Musk

**WHAT WAS THE LAST BOOK YOU READ?**

'Atomic Habits' by James Clear

**WHAT WAS THE LAST MOVIE YOU SAW?**

My 800<sup>th</sup> re-watch of 'Forrest Gump'

**WHAT WAS THE LAST CONCERT YOU SAW?**

Bingo Players