



JOHNNY JOEY JONES, ZAC BROWN'S SOUTHERN GROUND

REAL leadership lives and lasts only when we inspire and encourage others on their own personal and professional ride. Full-Throttle Leaders make us take notice. They change opinions, inspire actions, redirect thoughts and alter outcomes.

That's the mission of the Full-Throttle Leadership Team, an alliance of entrepreneurs, combat veterans, foundation executives and a Gold Star Mother dedicated to transforming your leadership efforts into a *"Force Multiplier for the Greater Good."* Their experiences in business, on the battlefield and at home will inspire you to run "wide open" alongside the people who saddle-up every day to do the work you do; whatever it may be.

SGT. Johnny "Joey" Jones USMC (Ret.) turned a traumatic, life-changing disability into a personal mission to improve the lives of all veterans.

Known to his friends as "Triple J," Jones was raised in Dalton, Georgia and enlisted in the Marine Corps after high school. During his eight years of service, he worked as an Explosive Ordnance Disposal (bomb) Technician, deploying to both Iraq and Afghanistan on three combat tours. During his last deployment to Afghanistan, Jones was responsible for disarming and destroying more than 80 improvised explosive devices (IEDs) and thousands of pounds of other unknown bulk explosives. During that tour, on August 6, 2010; he stepped on and initiated an IED, resulting in the loss of both of his legs above the knee and severe damage to his right forearm and both wrists.

He spent two grueling years in recovery at Walter Reed National Military Medical Center in Washington D.C., where he started a peer visit program which led to an unprecedented year-long fellowship on Capitol Hill with the House Committee on Veterans' Affairs. Joey's contributions there resulted in the creation of an annual fellowship for other inspiring Marine wounded warriors. After his discharge from Walter Reed, Jones enrolled in Georgetown University, earning a bachelor's degree in Liberal Studies. During his time at the university, he was a leader within his student body and co-founded the school's first veteran student organization.



After losing his childhood best friend to PTSD-related suicide in 2012, Jones decided to make veterans' issues his life's work. He served as a Hero Ambassador and Chief Operating Officer for the national nonprofit Boot Campaign from 2011-2016; and in August 2016 accepted a staff position with Zac Brown's Southern Ground, which produces an array of quality products and services all for the purpose of financially sustaining Camp Southern Ground, a 400 acre camp and retreat for children ages 7 to 17 and military families.

Joey hosts his own inspirational podcast, "Blown Away with JJJ" and regularly appears as a military analyst for Fox News, focusing his efforts in keeping issues concerning veterans and their families at the forefront of the national discussion. In 2016 he was the subject in the series premiere episode of DIRECTV's docs-series "Religion of Sports" detailing Joey's upbringing and current involvement in NASCAR. On the big screen, he appeared in the Academy Award-winning film "Lincoln," the independent film "Range 15" and was a technical advisor for the independent film "Bad Hurt."

He is currently writing a memoir on his experiences in life and war, overcoming adversity through a positive, proactive outlook.