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IT GIANT BDPA LANDS JOHNSON & JOHNSON GOLD LEVEL SPONSORSHIP

LARGO, MD – The long-term investment into BDPA by Johnson & Johnson has been ongoing for well over a decade. It continues into 2017 as Johnson & Johnson renewed its Gold Level corporate sponsorship of the 39th Annual BDPA Technology Conference in Cincinnati, OH. Johnson & Johnson believes in the BDPA mission of advancing the careers of African Americans in the information technology industry ‘from the classroom to the boardroom’.

In a recent announcement, National BDPA President Mike Williams said, “BDPA is fortunate to be partnering again with the iconic brand Johnson & Johnson to increase diversity in the workplace and prepare future Science, Technology, Engineering and Mathematics (STEM) leaders for success.” Williams added, “Johnson & Johnson has been in the business of caring for people for more than 130 years.”

“Diversity & Inclusion at Johnson & Johnson is not just a commitment — it is the reality of how we live and work. Meeting the global health care challenge takes constant innovation. The best innovations can only come if Johnson & Johnson employees reflect the world’s full diversity of individuals, opinions and approaches. Only then can we continue to meet the responsibilities of our credo,” said Alex Gorsky, Chief Executive Officer.

Johnson & Johnson agreed to underwrite a variety of activities that include the BDPA IT Showcase, college scholarships, career fair, BDPA Job Board participation and an investment in two Northeast region chapters.

Goldie Bonney, BDPA New Jersey President stated, "On behalf of BDPA New Jersey, we are grateful to have Johnson & Johnson again as a corporate sponsor. They've been a strong supporter of ours over the past several years and we are excited to continue our partnership again this year."

“2017 marks a 14-year milestone for our “Families in Technology Day” program which is our longest running chapter event. This program would not be as successful as it is today without the support of Johnson & Johnson. We are looking to provide our membership with more workshops, training and networking opportunities and look forward to having Johnson & Johnson actively engaged," Bonney added.

BDPA is the largest African American Information Technology association in the U.S., and the largest national non-profit organization continually involved in training students underrepresented in STEM education across the country. For almost 40 years, BDPA has fulfilled its mission by bridging the digital divide and providing career growth opportunities for its members.

For more details about the BDPA corporate sponsorship program, contact the corporate sales support team at (301) 584-3135 ext.108 or corpsales@bdpa.org. Additionally, please visit www.bdpa.org.

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