THE JSO CONSULTING GROUP

BUILT FOR CHANGE. POWERED BY PURPOSE.

OFFICIAL BIOGRAPHIES · 2026

Julien Serrano-O'Neil

MNM · MPA · ACNP

Founder, President & Chief Executive Officer, The JSO Consulting Group, LLC

Nonprofit Executive · Strategist · Civic Leader · Educator · Media Entrepreneur

$90M+
COMBINED ORGANIZATIONAL ECONOMIC IMPACT

$38M+
ECONOMIC IMPACT THROUGH THE JSO CONSULTING GROUP

15,000+
HOURS OF COMMUNITY SERVICE

10+
YEARS STRENGTHENING INSTITUTIONS

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FOR PROGRAMS, INTRODUCTIONS & PUBLICATION

Full Official Biography

861 WORDS

Julien Serrano-O'Neil, MNM, MPA, ACNP, is a nonprofit executive, strategist, civic leader, educator, and media entrepreneur whose work connects organizational leadership with community opportunity. With more than a decade of experience, he has helped build and strengthen institutions serving children, families, businesses, and creative communities. Across the United Foundation of Central Florida, The JSO Consulting Group, and the Pine Hills Community Council, his leadership and collaborative work have contributed to more than $90 million in combined organizational economic impact.

Julien is the Founder, President, and Chief Executive Officer of The JSO Consulting Group, LLC. He advises nonprofits, businesses, higher education institutions, civic organizations, and mission-driven leaders on organizational strategy, governance, fundraising, communications, branding, management, and institutional development. The firm helps clients strengthen their internal capacity, clarify their public identity, and build the partnerships and systems needed for sustainable growth. Its work has contributed to more than $38 million in economic impact.

He also serves as Chief Relationship Officer, First Vice President, and Chief of Staff of the United Foundation of Central Florida, Inc. (UFCF), where his responsibilities encompass strategic partnerships, external relations, philanthropic advancement, executive coordination, and community engagement. His service has included interim executive leadership during a significant organizational transition, helping maintain operations, programming, and partner relationships while positioning the foundation for continued growth. He also leads UFCF's Division of Strategic Empowerment and Community Advancement, supporting civic engagement, workforce development, and community empowerment.

UFCF's cumulative organizational impact includes more than $50 million in economic impact, more than 400,000 community service hours, more than $500,000 in educational scholarships, $60,000 through its Alumni Support Fund, and 17 million pounds of food distributed, equivalent to approximately 14.2 million meals. Its flagship Future Leaders United After-School Enrichment and Mentoring Program has graduated more than 300 students, including 288 who advanced to college and 10 who entered military service. Julien's work supports an interconnected approach to youth development, educational access, food security, workforce opportunity, and family stability.

In 2026, Julien became President of the Pine Hills Community Council, Inc. (PHCC), making him the youngest and first Generation Z president in the organization's more than five-decade history. Raised in Pine Hills and a graduate of Maynard Evans High School, he brings a personal connection to the community's future. His PACE Administration, grounded in Participation, Accessibility, Collaboration, and Excellence, advances resident engagement, public safety, neighborhood beautification, education, workforce development, local business support, and historical preservation.

FULL OFFICIAL BIOGRAPHY · CONTINUED

During his broader service with PHCC, membership grew from approximately 20 to 146 adult, student, senior, and business members. The Council's work has contributed to more than $2 million in economic impact. Under his leadership, PHCC relaunched its Adopt-A-Highway Program along North Hiawassee Road. In 2026, five documented cleanups involved at least 148 volunteer participations and removed more than 2,080 pounds of debris. His administration has also supported Shop Pine Hills and exploratory and feasibility work toward a Pine Hills Chamber of Commerce, strengthening opportunities for residents and businesses to participate in local economic development.

Julien is Co-Founder, Co-Chief Executive Officer, and Head of Operations of Last Shot Media Group Holdings, an independent Black-owned media enterprise whose portfolio includes LEDGERA Magazine and The Last Shot Podcast. Built through his creative partnership with fellow Morehouse alumnus Zachary Heneden, the enterprise has grown from a podcast into a multiplatform operation reaching audiences in more than 70 countries. Julien oversees strategic operations, organizational growth, and business development while helping create platforms for filmmakers, artists, athletes, entrepreneurs, cultural leaders, and emerging voices.

His commitment to education remains closely connected to Morehouse College. A 2021 graduate with a Bachelor of Arts in Political Science, Julien has served as a visiting workshop instructor through the College's L.E.A.D. Certificate Program and contributed to service-learning and Special Topics coursework within the Department of Africana Studies. He continues to mentor current students, provide direct scholarship support, and participate in alumni engagement through the Morehouse College National Alumni Association and its Greater Orlando chapter.

Within Alpha Phi Alpha Fraternity, Inc., Julien serves as Director of Communications for the Florida Federation of Alpha Chapters. His service includes strategic communications, chapter awards leadership, historical preservation, and advisory responsibilities. He has also supported planning and execution of the FFAC HBCUs Focus College Fair, including efforts to ensure Morehouse representation and expand awareness of HBCU opportunities among young people across Florida.

Julien earned a Graduate Certificate in Nonprofit Management from the University of Central Florida in 2023 and completed both a Master of Nonprofit Management and a Master of Public Administration in May 2026, becoming a three-time UCF graduate. He holds the Certified Nonprofit Professional and Advanced Certified Nonprofit Professional credentials through the Nonprofit Leadership Alliance.

His honors include the Orlando Business Journal's 2022 40 Under 40, where he was the youngest member of the class; Alpha Phi Alpha Fraternity, Inc.'s 40 Under 40 Gamma Class; the Augustus M. Witherspoon Leadership Award; and the 2024 President's Lifetime Achievement Award, recognizing more than 15,000 hours of community service. Having experienced homelessness and family instability as a young person, Julien brings a firsthand understanding of the importance of stability, mentorship, and access. His work reflects a continuing commitment to leave people and institutions stronger than he found them.

> *"A continuing commitment to leave people and institutions stronger than he found them."*

FOR PROGRAM BOOKS, PANELS & NOMINATIONS

Abridged Biography

283 WORDS

Julien Serrano-O'Neil, MNM, MPA, ACNP, is a nonprofit executive, strategist, civic leader, educator, and media entrepreneur with more than a decade of experience strengthening organizations and expanding community opportunity. Across the United Foundation of Central Florida, The JSO Consulting Group, and the Pine Hills Community Council, his leadership and collaborative work have contributed to more than $90 million in combined organizational economic impact.

He is the Founder, President, and Chief Executive Officer of The JSO Consulting Group, LLC; Chief Relationship Officer, First Vice President, and Chief of Staff of the United Foundation of Central Florida; President of the Pine Hills Community Council; and Co-Founder, Co-Chief Executive Officer, and Head of Operations of Last Shot Media Group Holdings, home to LEDGERA Magazine and The Last Shot Podcast.

In 2026, Julien became the youngest and first Generation Z president in PHCC's history. His PACE Administration emphasizes Participation, Accessibility, Collaboration, and Excellence through civic engagement, neighborhood improvement, education, and local economic development. He also serves as Director of Communications for the Florida Federation of Alpha Chapters of Alpha Phi Alpha Fraternity, Inc.

A 2021 Morehouse College graduate, Julien remains engaged through workshop instruction, student mentorship, scholarship support, and alumni service. He holds dual master's degrees in Nonprofit Management and Public Administration and a Graduate Certificate in Nonprofit Management from the University of Central Florida, along with the Certified Nonprofit Professional and Advanced Certified Nonprofit Professional credentials.

His honors include the Orlando Business Journal's 40 Under 40, Alpha Phi Alpha's 40 Under 40 Gamma Class, the Augustus M. Witherspoon Leadership Award, and the 2024 President's Lifetime Achievement Award. Raised in Pine Hills, Julien grounds his leadership in service, educational access, and building institutions that create lasting opportunity.

FOR INTRODUCTIONS, SOCIAL & MEDIA KITS

Short Biography

100 WORDS

Julien Serrano-O'Neil, MNM, MPA, ACNP, is a nonprofit executive, civic leader, strategist, and media entrepreneur. He leads The JSO Consulting Group, serves as Chief Relationship Officer, First Vice President, and Chief of Staff of the United Foundation of Central Florida, and is President of the Pine Hills Community Council and Co-CEO of Last Shot Media Group Holdings. His collaborative leadership has contributed to more than $90 million in combined organizational economic impact. A Morehouse College graduate with dual master's degrees from UCF, Julien is PHCC's youngest and first Generation Z president and a recipient of the President's Lifetime Achievement Award.