
Omari Jahi Aarons

Founder and Managing Partner



Omari Jahi Aarons has worked with Fortune 150 companies his entire career as a disruptive leader and transformation coach. Often, Omari has built infrastructures to support culture change efforts and originated roles. Starting with Apple's Higher Education Division as one of the first campus-based marketing representatives, Omari was selected for Macy's Executive Development Program with roles in operations, customer service, learning and development, and human resources. He then joined Liberty Mutual Insurance where his responsibilities included celebrating employee's career-level achievements and designing a workplace culture that enables employees to do their best work for Liberty's customers and meets their needs.

In December 2019, Omari founded the Aarons Group LLC, a consulting firm specializing in embracing disruption to create diverse, equitable and inclusive workplaces that foster belonging for all employees and customers. Omari's work connects consumer demand with rising employee expectations for workplaces to be representative of the populations they serve and are embedded with the innovative mindsets needed to lead most effectively.

A strong champion of inclusion, Omari has served as an employee resource group leader and executive sponsor and authored business diversity strategic plans to attract, recruit and retain racially diverse talent. In November, Omari completed a yearlong fellowship in the YW Boston's LeadBoston 2020 cohort, an inclusive leadership program. Omari served as the national co-chair of Liberty Mutual's Black and African Descent employee resource groups for three years and is credited with strengthening the company's connection to Boston's Black community and fundamentally changing how Liberty Mutual talks about race through his internal and external efforts.

Omari brings perspectives from his community leadership experiences to his work. He completed a two-year term in 2017 as a mayoral appointee to the Southwest Ohio Region Workforce Investment Board. At the age of 16, he was elected as a voting member of the Prince George's County (MD) Board of Education, the 13th largest school district in the nation. Omari is a proud and active mentor in the mentor2.0 program for Big Brothers Big Sisters of Eastern Massachusetts and joined their board of directors in September 2020. Omari is also a member of the Senior Board of Stewards and Commission on Stewardship and Finance at the Historic Charles Street AME Church in Boston's Roxbury neighborhood, where he is a licensed minister and undergoing training for ordained ministerial service. Omari is also a Founding 100 Member of Boston While Black where he originated the event and partnerships manager role, and currently serves as the series producer of *Black Boston Reimagined* which features experts from different sectors to advise on transforming Boston into a thriving city for Black people.

In December 2018, Omari and a small group began efforts to bring the National African American Insurance Association (NAAIA) to Boston. He was elected chair of the steering committee and led the group through its development stages. In September 2019, the Boston chapter of NAAIA was chartered and broke records to become the fastest chartered chapter in NAAIA's 20+ year history. Omari is currently serving as the inaugural president of NAAIA Boston.

In 2013, Omari was one of the first two recipients of the Advancing the Profession - One to Watch Young Leaders Award from the Association for Talent Development and was twice awarded by the YMCA of Greater Cincinnati for his leadership and volunteerism. In 2016, he received a Macy's Make Magic Six Award, their highest employee honor, for his leadership of Plenti, a first of its kind tender neutral loyalty program in the US. In March 2020, Omari received the Names You Should Know Award from the Alliance for Business Leadership as a business leader under 45 committed to social responsibility and civic engagement.

At the height of the public outcry following the murder of George Floyd, Omari partnered with Insurance Business America magazine to create an annual September issue award celebrating the accomplishments of leaders of color in the insurance industry, raising the visibility of racially diverse talent. For his leadership, IBA honored Omari with their inaugural Leader of Change award in September 2020 and their Rising Star Award in October 2020. Omari was selected by the Greater Boston Chamber of Commerce as a 2020 Ten Outstanding Young Leader. In January 2021, Omari was named a 40 LGBTQ Leader Under 40 for North America by Business Equality Magazine.

Omari is a graduate of Xavier University in Cincinnati, OH with degrees in public relations and theology. Omari is a full-time Master of Divinity Candidate at Boston University School of Theology studying Global and Community Engagement. Boston University awarded Omari the Howard Thurman Fellowship to complete his graduate education and study the life and work of Mr. Thurman whose pioneering leadership in interfaith ministry is renowned.

A native of Washington, DC, Omari is the proud son of the Honorable Clayton and Linda Aarons, both of whom modeled the importance of educational excellence and community service.