



JR Hipple
Senior Advisor to the President
Equity in Education Practice Leader

JR Hipple has devoted his career to management and communications consulting, providing advice to businesses, government agencies, and non-governmental organizations across the nation. He is the managing partner responsible for SIR's organizational development and leadership strategy work, and he heads up our education and diversity, equity, and inclusion (DE&I) practice areas.

JR uses his 20 years of experience working with colleges, universities, and community colleges to help develop and implement leadership, communications, and DE&I strategic plans targeted at crucial stakeholders

– the internal campus community (faculty, staff, students, parents), alumni, community neighbors, and area businesses. JR and SIR's recent education clients include:

- Eastern Virginia Medical School (EVMS) – conducted a cultural assessment around DE&I after a blackface photo was uncovered on the yearbook page of the governor of Virginia, an EVMS graduate. Methodology: secondary, qualitative and quantitative research
- Virginia Commonwealth University – supported the development of a comprehensive DE&I strategic plan, which was initiated after African American students held a sit-in at the president's office. Methodology: the creation of the President's Advisory Group on Diversity and Inclusion, town hall meetings, and secondary, qualitative and quantitative research
- Mary Washington University – advised president and cabinet after racist acts by university rugby team members and the murder of a leader of the LGBTQ student group. Methodology: qualitative research
- The Collegiate Schools – a comprehensive cultural assessment and a strategic plan around DE&I for this 100-year-old private, K-12 school. Methodology: secondary, qualitative and quantitative research (this work is led by SIR CEO John Martin)

JR brings an insider's perspective of higher ed as visiting lecturer and adjunct instructor at the Darden Graduate School of Business at the University of Virginia, as an adjunct instructor at the Robins School of Business at the University of Richmond, and as the president of the Boston University Alumni Association and ex officio member of the Boston University board of trustees.

Before joining SIR in 2016, JR was managing partner and co-owner of Atlanta-based Albright Group Reputation Management (previously named Hipple&Co.), an independent consulting firm. His work included: supporting a nearly nine-year cultural change program around diversity and inclusion for Georgia Power and providing strategic and organizational planning for the Martin Luther King Center for Non-Violent Social Change. He continues to serve as an advisor to Martin Luther King III and Realizing the Dream Foundation, renewing an organization founded by his father.

JR currently serves on the boards of the Richmond Memorial Health Foundation “Committed to Health Equity,” SwimRVA “Drown Proofing Richmond,” and on the advisory board for The Community Foundation of Richmond. Previously, JR served as chair of the Center for Ethics and Corporate Responsibility at Georgia State University, editorial board member of INSIGHT Into Diversity magazine, co-chair of the Atlanta Communicators Leader Board, and advisory board member of Central Atlanta Progress.

MS, Boston University (public relations) BS, Miami University (marketing)

Member of: PRSA Counselors to Higher Education

Boston University Alumni Association, president

Boston University Board of Trustees, ex officio member
