

Lori Jones Gibbs, is an author, an advocate for women and girls, and CEO of LJM Consulting, LLC. Lori is an expert in mortgage lending, financial and credit counseling. She uses her knowledge, wisdom, and skills with a bit of humor to help guide organizations and individuals to face financial facts, rather than fiction regarding money matters.

A retired banker, Lori was Senior Vice President and Community Development Banking Market Manager for the Carolinas at PNC Bank. Lori led a team that supported wealth creation within historically underserved communities through financial education, access to home mortgages and credit, workforce development initiatives, and neighborhood revitalization.

Lori served on several boards that are at the forefront of advancing affordable housing, workforce and economic development opportunities throughout the Triangle and Nationally. She currently serves on the board of directors for, Delta Sigma Theta Sorority, Inc. - National Program and Planning Committee as Co-Chair of Economic Development Sub-Committee, Andrea L. Harris Foundation, First Calvary Baptist Church's Financial Education Ministry, Delta Research and Educational Foundation and The Sisters Inspiring Sisters Incorporated.

Past board service includes: National Institute of Minority Economic Development (The Institute), North Carolina Community Action Association, Made in Durham, StepUp Ministry–Durham, Carolina Small Business Development Fund, Passage Homes, Housing for New Hope, and UNC Board of the Governors' North Carolina School of Science and Mathematics. Lori, also previously served as chair of the Economic Development Committee for Delta Sigma Theta Sorority, Incorporated.

Lori, is frequently engaged as a speaker and panelist, addressing topics such as economic development, loan programs, financial literacy, women in leadership, and DEI. Additionally, she is a prolific writer and has published two books.

Lori has received numerous honors and awards; she holds the distinction as the first African American woman to receive the Mortgage Bankers of America Diversity Champion Award. Recently, she received The Sports Shop Radio Black History Month "Salute to Champions", Athena - Triangle Leadership Award, Duke Energy Citizen and Service Award and National Institute of Minority Economic Development-President's Award.

Past awards include, the Triangle Business Journal's Leaders in Diversity Lifetime Achievement Award, the Heart, and Soul's Women of Substance in Finance Award, United Negro College Fund's Mankind Assisting Students Kindle Educational Dreams Award, Mahogany Dime Award as one of North Carolina's Most Influential African American Women, Delta Sigma Theta Sorority, Inc. South Atlantic and Eastern Regional Director's Leadership Award, Bennett College Women Corporate Award, Spectacular Magazine Woman of The Year, Campaign For Change Mentor of the Year, and 100 Black Men of America's Spirit of Excellence Award.