

S. Deon Stokes Bio

Deon Stokes, MBA offers more than 15 years of business and marketing experience. As a serial entrepreneur, she can be characterized as a visionary, strategist, and tactician that is results-driven. Deon is the Founder of Joint Effort Business and Marketing Consulting and the visionary behind The Failure Report - a web series and podcast that shares the stories of successful-failures.

She started her career in Alabama politics, managing candidates from local government to work for a U.S. Congressman. With a passion for fundraising, solution finding, and investing in local businesses, she managed Joint Effort while creating politicians to be an impact partner to those they served. Upon retiring from politics in 2014, she focused on working to create sustainable fundraising and donor retention solutions for nonprofit agencies. After succeeding in creating a strategic business plan to take a 16-year old stagnate budget from 4 million to 10 million agency in 4 years was met, Deon was ready to take on another challenge. Relaunching Joint Effort as a consulting firm

Her mission is to invest in small businesses and nonprofit agencies through a straightforward and strategic methodology of providing a comprehensive business plan, branding, and inbound marketing tactics.

During a long layover and failed business trip to Denver, Deon wrote the marketing plan for The Failure Report on the back of a beverage napkin - literally. She envisioned a sacred space where business owners and entrepreneurs could share stories of failures, missteps, and mistakes with others as a cautionary tale. She believes that every successful person has failed in their professional or personal life. The question is how did they turn their failure(s) into success(es)? The Failure Report gives you an intimate look into how others have failed up.

Fearless, stranger magnet and passion hungry are just a few words Deon often uses to describe her rose-colored view of life.

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