

Helen Johnson-Leipold
Chairman & Chief Executive Officer
Johnson Outdoors Inc.

Chairman
Johnson Financial Group

Chairman
The Johnson Foundation at Wingspread

A corporate leader with nearly four decades of experience in business transformation. Helen leads Johnson Outdoors, a publicly traded outdoor recreation equipment company; Johnson Financial Group, one of the nation's largest private financial services companies; and, The Johnson Foundation, a nationally recognized center of collaboration and catalyst for solutions to a better tomorrow.

Helen became Chairman and CEO of Johnson Outdoors in 1999, taking over the company founded in 1970 by her father, Samuel C Johnson. Johnson Outdoors is now a leader in the Outdoor Equipment Industry, with a portfolio of iconic outdoor equipment brands. Shareholder value has more than quadrupled under her tenure at Johnson Outdoors. In 2004, she was named Chairman of Johnson Financial Group (JFG), where she builds upon another great legacy created by her father in 1970, who was JFG's Founder and Chairman until his passing in 2004. This strategic continuity of focus on customer intimacy, and trusted full-service financial expertise, has supported healthy growth across the Wisconsin market. Helen's leadership of the Johnson Foundation at Wingspread reflects the continuing family tradition of deep commitment to community, as it lends its unique convening expertise and approach to engage multi-sector and grassroots leaders in dialogue and collaboration to identify new solutions to key local and regional issues. Helen attributes the resiliency and strength of all three organizations to a foundation of core values and a purpose built on a desire to make a difference in the lives of people today and for generations to come; consistent principles that have driven and sustained 5 generations of family business success.

A native of Racine, Wisconsin, Helen earned her degree from Cornell University where she played 4 years of varsity tennis. She started her career in Chicago, where she spent eight years at Foote, Cone and Belding Advertising, and also founded Spiaggia, one of Chicago's first five-star restaurants. In 1985, Helen joined SC Johnson, working her way up through the ranks to become a Vice President, Worldwide Consumer Products in 1997. She was named Chairman, Johnson Outdoors in 1999, and Chairman of both Johnson Financial Group and The Johnson Foundation in 2004, succeeding her father in all three roles. In addition, Helen serves as a Director, S.C. Johnson & Son, Inc., her family's consumer household products company. In 2018, she was named the Harvard Business School - Wisconsin Business Leader of the Year.

She is actively involved in numerous local and regional civic and charitable organizations, including, The Prairie School, an independent private day-school founded by her mother, Imogene Powers Johnson, where she serves as Chairman. She and her husband, Craig, owner of the NHL Minnesota Wild franchise, reside in Racine, WI and are the parents of five adult sons and grandparents of four.