



Dr. Kevin Ahmaad Jenkins

FULL BIO



**Building Culture.
Designing Systems.**

The goal is not to call people out. The goal is to call people forward—into better systems, better partnerships, and better performance.



Dr. Kevin Ahmaad Jenkins, PhD

Founder & Chief Performance Architect, Konquered

Dr. Kevin Ahmaad Jenkins is a nationally recognized systems performance strategist, researcher, and keynote speaker whose work sits at the intersection of human performance, organizational systems, and leadership under pressure. Across healthcare, government, education, corporate enterprise, and philanthropic institutions, Dr. Jenkins is known for helping leaders translate complexity into clarity—and friction into forward motion.

At the core of his work is a simple but powerful premise: performance is never just about people; it is always about systems. Culture, incentives, communication, stress, decision-making, and access are not abstract ideas—they are measurable forces that either accelerate outcomes or quietly undermine them. Dr. Jenkins' career has been dedicated to making those forces visible, actionable, and improvable.

From Systems Performance to the Human Cost of Failure

Before his work became nationally associated with racism in medicine, Dr. Jenkins' scholarship and consulting were already focused on how systems behave under stress—and what happens when organizations fail to account for the human consequences of their own design.

His research gained international attention following the publication of his seminal peer-reviewed article in JAMA Network Open, which empirically demonstrated how exposure to racism operates as a chronic stressor with direct physiological consequences, accelerating cardiovascular risk and disease among marginalized populations.

(Jenkins et al., JAMA Network Open, 2022).

Importantly, Dr. Jenkins did not arrive at this work from ideology, but from measurement. His findings did not ask organizations to accept moral arguments—they asked them to confront data showing that poorly designed systems quietly extract life, productivity, and trust.

Over time, Dr. Jenkins recognized a critical truth: naming racism alone does not change outcomes. Systems do not transform through accusation; they transform through architecture. This insight marked a turning point in his work.

Rather than framing conversations around blame, Dr. Jenkins began translating the lessons of his research into performance frameworks that leaders could use—regardless of political context, industry, or ideology.

This evolution ultimately became the foundation of Konquered.



Equity as Reach, Not Resistance

Today, Dr. Jenkins defines equity not as a political construct, but as a systems performance concept—the discipline of ensuring that people, teams, and institutions have the reach required to succeed.

His widely adopted 7A Framework reframes equity as a series of operational questions:

Who has access? Who is acknowledged? Who is aligned? Who is accountable?
Who can adapt? Who is amplified? Who advances?

In this framing, equity is not about dividing people into sides—it is about expanding capacity, strengthening partnerships, and ensuring that organizations do not unintentionally constrain their own talent or mission.

This reframing has allowed Dr. Jenkins to work effectively with:

- Federal and state legislators
- Healthcare executives and clinicians
- University presidents and provosts
- Fortune 500 leadership teams
- Philanthropic boards and donor networks
- Workforce development and talent pipelines

Including direct engagements with organizations such as the Veterans Health Administration, Robert Wood Johnson Foundation, National Academies of Sciences, Engineering, and Medicine, major health systems, academic medical centers, government agencies, and national associations.

A Rare Blend: Scholar, Strategist, and Communicator

What makes Dr. Jenkins particularly distinctive is not only his research, but how he communicates it.

Before entering academia, Dr. Jenkins built a statewide media presence as:

- The on-field announcer and sideline host for the Durham Bulls
- The first weekend host of the North Carolina Education Lottery
- The public address announcer for North Carolina Central University football, basketball, and band

These experiences taught him how to read rooms, carry energy, and navigate emotionally charged moments—skills that later proved essential in high-stakes organizational conversations. Where others retreat into abstraction, Dr. Jenkins brings clarity, warmth, and precision—without diluting substance.

This unique blend of entertainment fluency and academic rigor allows him to engage audiences ranging from frontline staff to C-suites and boards, delivering messages that are affirming without being performative, and challenging without being antagonistic.





Konquered: Turning Insight into Architecture

Dr. Jenkins is the Founder and Chief Performance Architect of Konquered, a systems performance firm that integrates research, facilitation, analytics, and technology into cohesive client experiences. Through Konquered Live, Konquered OnDemand, EQ Playground, and the Konquered Vaults ecosystem, clients gain access to tools and methodologies that translate insight into sustained execution.

His signature programs—including Win When, Lead What’s Next, Scholar Under Fire, Performance Bond, and Stress in the System—are not motivational speeches in the traditional sense. They are performance interventions designed to help organizations affirm their people, align around mission, and move forward together—especially in moments of uncertainty.

Academic Appointments and Recognition

Dr. Jenkins holds a PhD in Sociology and Criminology & Law from the University of Florida, with additional graduate training in medical and legal history from Florida A&M University. He earned his bachelor’s degree from North Carolina Central University.

He has served as a Vice Provost’s Postdoctoral Fellow and Associate Fellow at the Leonard Davis Institute of Health Economics at the University of Pennsylvania, with appointments in the School of Social Policy & Practice and as a lecturer in Biobehavioral Health Sciences within the School of Nursing. He is the Director of the I AM Research Group (Inquiry, Advocacy, & Methods Research Group).

Dr. Jenkins has been recognized as:

A 40 Under 40 Leader in Health by the National Quality Forum

A Fellow with the National Academies of Sciences, Engineering, and Medicine Roundtable

A recipient of the Robert Wood Johnson Foundation New Connections Award

Why His Work Resonates Now?

In an era marked by polarization, fatigue, and uncertainty, Dr. Jenkins offers something increasingly rare: language that allows people to stay in the room together.

His work does not ask audiences to abandon their values—it asks organizations to examine whether their systems actually support the outcomes they claim to want. The result is not division, but alignment; not resistance, but reach.

