

The 2024 Virginia Black Business Leaders Awards

17 execs who balance success with caring

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This February, during Black History Month, Virginia Business is pleased to honor 17 distinguished leaders from across the commonwealth in our second annual Virginia Black Business Leaders Awards. This year's cohort of honorees represent industries ranging from advertising, architecture, defense contracting, finance and health care to higher education and nonprofits.

Our editors chose this year's winners from a pool of 60 nominated executives submitted by our readers and last year's honorees.

Nominees were scored on factors including overall career achievement, community impact and mentorship. Additionally, we have named Salamander Resorts CEO

Sheila Johnson to our Virginia Black Business Leaders Hall of Fame, celebrating the first Black woman billionaire's long, successful career and leadership in media, sports and hospitality.

[Check out her interview here.](#)

With each of these 10 men and seven women, you'll read about how they achieved success and what they're doing to pass their wisdom on to younger generations. One common thread among our winning leaders is that they care a great deal about people — whether it's employees, customers, family, students or mentees — and often put them ahead of the bottom line.

Acknowledging the history of their forebears, including family members who struggled amid the Jim Crow South and parents who immigrated to the United States, this group of executives is looking forward while remembering where they came from.

Congratulations to all the winners of the 2024 Virginia Black Business Leaders Awards!



"It's been good for the community to see a Black man leading a major TV station," says WWBT NBC12 General Manager Kym Grinnage. "Not only is it aspirational for a lot of people, but people feel their voice can be heard and projected back into the community." Photo by Shandell Taylor



Grinnage

KYM GRINNAGE

REGIONAL VICE PRESIDENT, GRAY TELEVISION; GENERAL MANAGER, WWBT NBC12, **RICHMOND**

Grinnage has been a news junkie since childhood, tuning into the nightly news with his grandmother. Today, as general manager of Richmond's longtime NBC affiliate, he's leading the people who report the news every day — although it was a sacrifice at first.

"I took a pay cut to come from New York and start all over in Richmond as a junior account executive, but getting hired at NBC12 33

years ago was one of the best things that ever happened to me," he says.

Also, Grinnage adds, "It's been good for the community to see a Black man leading a major TV station. Not only is it aspirational for a lot of people, but people feel their voice can be heard and projected back into the community."

Grinnage is chair-elect of the Virginia Association of Broadcasters and was inducted into the Virginia Communications Hall of Fame in 2020.

LINDA HINES

VIRGINIA MEDICAID MARKET PRESIDENT,
HUMANA, MIDLOTHIAN

Hines saw firsthand growing up in rural Virginia the challenges her community had accessing health care, and she made it her life's purpose to improve health outcomes for vulnerable populations in the commonwealth.

"People had to drive 50, 60 miles to get care. No one was there to help them navigate the health care system or show them how to lead a healthy life," recalls Hines.

Having earned two nursing degrees and an MBA from Virginia Commonwealth University, Hines received VCU's top nursing achievement award in 2022 in recognition of her 25-year career in managed care leadership. In October 2023, she joined Humana as the Virginia Medicaid regional president, after serving in a similar role for Sentara Health.

Hines is also a board member for the nonprofit Rx Partnership and the VCU School of Business Foundation.



Hines