

LEADING WOMEN IN BUSINESS: **HOUSTON**


## Insuring a Brighter Future

Whether providing insurance solutions for corporations or investing in the next generation of CEOs, Johnte' Archer is securing more abundant lives.

**F**or most, an introduction to the world of commercial insurance is met with intimidation. For Johnte' Archer, a law school graduate who was working as a clerk for a child advocacy group in 2009, it was enough to spark a new business venture.

"The insurance business model immediately blew me away," recalls Archer, founder and CEO of J. Archer Insurance Group. "I loved how I could use my legal background to educate and simplify the insurance process for clients."

Now a global broker of insurance, risk management, employee benefits, and consulting services, Archer's multimillion-dollar firm has found success by fostering long-term relationships and providing clients with innovative solutions. A highly sought-after certified Minority- and Woman-Owned Business Enterprise, J. Archer Insurance Group serves a portfolio of commercial clients, high net worth individuals, nonprofits, and public entities around the world.

"Individual and organizational risks are ever-changing," says Archer. "Clients utilize

our expertise to understand areas where they are most vulnerable and susceptible to loss and liability. Our goal is to design comprehensive insurance programs to protect the entire organization, including the wealth and reputation of owners, directors, and officers."

Central to the team's philosophy is the importance of diversity. "As a Black woman, I often walk into boardrooms and don't see anyone who looks like me—and that has to change," says Archer. "Diverse perspectives add value in addressing risk. When we bring different outlooks to the table, we're able to identify blind spots, provide creative solutions, and better serve our clients."

### Mentoring a Generation of CEOs

Behind Archer's tremendous success is a story of determination born from the mentorship she received as a teenager. "I grew up in poverty. My parents struggled with addiction and abuse," she explains. "Education was my refuge."

Archer's difficult childhood drives her passion for helping young girls and women of color break cycles of abuse and generational poverty. As founder and CEO of the 501(c)(3) nonprofit She is a CEO Foundation, she is honoring that commitment.

"The She is a CEO Foundation's business academy and character education program transform underserved middle school girls through the power of entrepreneurship," says Archer. "This is one of the most critical times in a child's life. If someone tells a 12-year-old girl that she can do anything, her capacity to dream is limitless.

"The most important thing we can do for these girls is show up and give them a chance—show we believe in them and are willing to sponsor their dreams," she continues. "If they discover they can build a business in sixth grade, who can stop them from building an empire at age 30?"

*J. Archer*  
INSURANCE GROUP



SHE IS A CEO  
FOUNDATION

archerinsgroup.com  
sheisaceo.org

### Ambition Without Limits

In 2021, Johnte' Archer cofounded InnoQuad Global (IQ4), a tech startup and business consulting firm. "Formed organically by four successful Black women entrepreneurs, InnoQuad is committed to ensuring that Black women-owned businesses are not left out of global growth and innovation," Archer explains. The co-founders' initial focus will be the inclusion of Black women in both corporate business and board leadership opportunities.