

## **Magic Johnson Enterprises and Sodexo Name Selena Cuffe as President of SodexoMAGIC**

**Gaithersburg, MD – March 3, 2020 – [Magic Johnson Enterprises](#)** – owned by legendary NBA Hall of Famer Earvin “Magic” Johnson – and the global food services and facilities management company, [Sodexo](#), announced Selena Cuffe today as the new President of its minority-owned joint venture, [SodexoMAGIC](#). Cuffe will oversee the SodexoMAGIC portfolio comprised of 1,700 U.S. client sites and 6,500 employees, in partnership with Sodexo’s business lines and senior leaders.

“The business expertise of Selena is unique. As a successful entrepreneur, she will bring a diligent mindset with a vision to think differently and ultimately, propel our organization forward,” said Earvin Johnson, Chairman of Magic Johnson Enterprises and the SodexoMAGIC board. “We are excited that our dynamic SodexoMAGIC team will ascend to the next level under her leadership. Her talent and intelligence will be fundamental to enhancing our portfolio and growing the business.”

Cuffe joins SodexoMAGIC with more than 20 years of experience, notably as co-founder and CEO of Heritage Link Brands, an L.A.-based, MWBE-certified wine enterprise that was driven by her passion to build partnerships between America and Africa. As CEO, Cuffe successfully led the company’s development from concept to sustainable operations, exceeding 70M liters sold. Most recently, she served as head of strategy and operations for a food service technology start-up. She holds a BA in International Relations from Stanford University and an MBA from Harvard Business School. Cuffe is a member of Delta Sigma Theta Sorority, Inc.

“Selena brings extensive business experience, an entrepreneurial spirit and an enthusiasm for serving the community. We couldn’t be happier to have her join our team,” said Sarosh Mistry, Chair of Sodexo North America and SodexoMAGIC Board Member.

Selena is a life member of the Council on Foreign Relations, an advisor to Stanford University's Bing Overseas Studies Program and she served as vice president on Harvard Business School’s alumni board. She has been recognized for her work as an entrepreneur and visionary with several awards, including: Woman Trailblazer Award (Brooklyn Library, 2019); Vision in Wine Award (Black Culinary Association, 2016); and B.E. Next "Entrepreneur of the Year" (Black Enterprise magazine, 2009). Cuffe will be based in Los Angeles where she lives with her husband and three children.

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SodexoMAGIC promises to empower the communities where it operates and serves by offering best-in-class food and facilities management services. Earvin Johnson holds a 51% stake in the company and serves as Chairman of the Board, qualifying SodexoMAGIC as a NMSDC-certified Minority Owned Business. With a focus on three pillars – food, wellness and community -- SodexoMAGIC combines an elevated food experience guided by talk show host and famed celebrity chef G. Garvin and health and wellness consultation and education through its relationship with New Orleans-based Community Medicine Director, Dr. Eric Griggs. SodexoMAGIC accounts crosses multiple U.S. industries, including airlines, universities, corporations and health systems. For more information about SodexoMAGIC, visit [our website](#).

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