

EARVIN "MAGIC" JOHNSON

CEO & CHAIRMAN // SODEXOMAGIC



COMPANY

SodexoMAGIC

HQ LOCATION

Gaithersburg, MD (Sodexo US)

PROVIDES TO TOYOTA

Cafeteria Services

TOYOTA RELATIONSHIP

Tier I Supplier for 10+ years

WEB

us.sodexo.com

ABOUT

In 2006, Magic Johnson Enterprises joined forces with Sodexo to form SodexoMAGIC. The company provides food and facilities management services across multiple industries including defense, energy, healthcare, government, schools, and sports. The company employs nearly 5,000 staff members to serve their 49 client accounts across the United States.

SodexoMAGIC has been a Toyota Supplier for more than a decade. They currently manage cafeteria services at Toyota's headquarters campus in Plano, Texas, and for Toyota Motor Manufacturing Kentucky (TMMK) in Georgetown, Kentucky.

PARTNERSHIP INSIGHT

During his Keynote message at our 2019 OE luncheon, Johnson noted, ***"I believe in overdelivering to my partners – to the clients, to the community, and to our employees that work for us. If you overdeliver, you can get the retention you're looking for."***

His reason for delivering beyond expectations is to build belief and loyalty to the SodexoMAGIC brand. "Then," says Johnson, ***"they become your brand ambassadors, too."***

KNOW YOUR CUSTOMERS

Being aware of the preferences and needs of your customers is critical to success, according to Johnson. He notes an example of how he recommended menu changes for some of his company's Starbucks stores located in more urban neighborhoods. Rather than serving scones, for example, he suggested offering peach cobbler and pound cake – food items more likely to resonate with local customers.

And he was right. "The one thing I know," says Johnson, "is I know my customers!"

ADVICE TO ENTREPRENEURS

When asked what advice he would share with the diverse entrepreneurs, Johnson replies, ***"Have passion and love for what you do. In fact, become an expert at it."***

Of course, a primary objective of any business is to make money. However, Johnson encourages business leaders to remember to keep an eye on the bigger picture no matter what line of work they find themselves doing. ***"I feel you can do well and do good at the same time."***

