

Meet Dawn Cullars Johnson

Dawn Cullars Johnson is a dynamic advocate for connectivity, community impact, and empowerment. A proud 1991 graduate of Florida State University, she earned her degree in Economics with double minors in Psychology and African American Studies. With over three decades of experience in the insurance and financial services industry, Dawn has dedicated her career to helping individuals, families, and communities protect what matters most and build toward a secure future.

After beginning her career in corporate insurance in 1992, Dawn made a bold transition in 2006 to entrepreneurship, founding her own insurance and financial services agency in Rock Hill, South Carolina. Today, she leads a team of licensed professionals who specialize in creating personalized plans that safeguard both assets and income, empowering clients to make informed, confident decisions about their financial well-being.

Beyond her professional work, Dawn is deeply rooted in civic and community leadership. She has co-founded and chaired organizations focused on helping individuals discover their path and purpose in life, leadership, and business. She previously served as Chair of the Rock Hill Economic Development Corporation and currently serves as Chair of the Black Economic Leadership League of Rock Hill (B.E.L.L.). Her board service spans hospitals, educational institutions, the YMCA, and numerous civic organizations, giving her a comprehensive understanding of how cities operate and how communities thrive.

Dawn's commitment to service has been recognized with numerous honors, including the Dream Keeper Award, the York County Community Service Merit Award, the Chamber of Commerce Athena International Award, and recognition as one of the 50 Most Influential Women in the Mecklenburg Tri-County area. She has also been named a 2023 Top Woman to Watch in Entrepreneurship by *Career Mastered Magazine* and received awards from Alpha Kappa Alpha Sorority, Incorporated, Omega Psi Phi Fraternity, and the Central City Optimists.

A proud member of Delta Sigma Theta Sorority, Incorporated, Dawn's life and leadership are grounded in service, scholarship, sisterhood, and social action.

Today, Dawn's work is centralized through **Dawn Johnson Empowers**, where she leads initiatives across three core pillars: **Women's Empowerment, Civic & Community Engagement, and Financial Empowerment**. Her programs and experiences—including *Self-Care Weekend*, the *Mother Daughter Project*, *financial and legacy workshops*, and *So Tru Network*—create spaces for restoration, reflection, and meaningful dialogue, with a special focus on uplifting African American communities.

Dawn is also an author and thought leader. Her first book, *Eight Steps to Financial Empowerment*, was released on Amazon in March 2025, reaching Amazon Best Seller status, and with her second book, *Rules of Engagement*, launching in June 2025.

Married to L.T. Johnson since 1995, Dawn is the proud mother of one daughter, Teryn. She prioritizes quality time with family and friends and lives a healthy, Christ-centered life rooted in faith, nutrition, exercise, hiking, travel, spa wellness, and intentional rest.

Through every role she serves—leader, entrepreneur, advocate, author, and mentor—Dawn Cullars Johnson remains committed to empowering others, strengthening communities, and creating lasting, positive impact.