

Damola Adamolekun and John Paul DeJoria to Headline the 12th Annual PBA Executive Summit

Accomplished business leaders will bring complementary perspectives on leadership, transformation, and the future of service-driven industries

PHOENIX, AZ, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- As professional beauty businesses navigate rapid transformation, the Professional Beauty Association (PBA) has assembled two accomplished business leaders whose perspectives reflect this year's [PBA Executive Summit](#) theme, One Industry: Aligned. Protecting Our Industry. Leading What's Next. PBA today announced that Damola Adamolekun, Chief Executive Officer of Red Lobster, and John Paul DeJoria, co-founder of John Paul Mitchell Systems, will headline the 12th Annual PBA Executive Summit, taking place November 16–17, 2026, at the Arizona Biltmore in Phoenix.



Photo courtesy of the Professional Beauty Association

Together, Adamolekun and DeJoria bring perspectives from both inside and outside the professional beauty industry, offering attendees insights into leadership, transformation, innovation, and building resilient organizations during periods of change.

PBA Executive Summit is the association's premier leadership event, bringing together executives from professional beauty manufacturers, distributors, salon organizations, and industry partners for two days of strategic conversations, executive networking, and discussions focused on the future of the professional beauty industry.

Adamolekun will share insights from his experience leading organizational transformation, revitalizing legacy brands, and navigating change within one of the nation's most recognized restaurant companies. His perspective offers valuable lessons for professional beauty leaders as another service-driven industry continues to adapt to evolving consumer expectations, workforce transformation, operational reinvention, and changing market dynamics.

DeJoria will join attendees for an exclusive fireside chat exploring the leadership principles, relationships, resilience, and long-term vision that have defined his career as one of professional beauty's most influential entrepreneurs. Drawing from decades of building iconic brands and investing in people, he will reflect on the values that continue to guide his approach to business, leadership, and long-term success.

"Every year, we build the PBA Executive Summit program around the conversations our industry needs most," said Leslie Perry, Chief Executive Officer of the Professional Beauty Association. "Professional beauty is evolving rapidly, and today's leaders are navigating opportunities and challenges that require leaders to think differently. That's why we intentionally brought together two leaders whose experiences complement one another in meaningful ways. John Paul DeJoria represents the entrepreneurial spirit and legacy of professional beauty, while Damola Adamolekun brings a fresh perspective from another service-driven industry that has also experienced significant transformation. PBA Executive Summit isn't just about hearing inspiring speakers. It's about creating the conversations that challenge conventional thinking, strengthen organizations, and help shape what's next for professional beauty."

Now in its 12th year, PBA Executive Summit is designed exclusively for senior executives across professional beauty. Through strategic discussions, executive networking, and peer-to-peer collaboration, the event creates space for the conversations shaping the future of the industry.

PBA Executive Summit is open exclusively to PBA Visionary, Business, and Salon & Spa Members.

Registration for the 12th Annual PBA Executive Summit is now open. Learn more and register [here](#).

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