



EXECUTIVE PROFILE

CARON S. CHUNG

EXECUTIVE DIRECTOR

American Friends of
Jamaica, Inc.

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Caron Chung was born in Jamaica and spent her early childhood there before moving to Northern California with her family and eventually going on to college to study marketing at New York University in bustling Manhattan. However, her heart has remained with the land of her birth and she has returned to it many times to visit, live and work. Since 2010, she has been able to fulfill a personal mission to help improve the lives of Jamaicans and raise the country's economic profile through the dedicated non-profit American Friends of Jamaica, Inc. (AFJ).



Putting her professional marketing skills and extensive networking and relationship-building talents to work on behalf of a cause she holds dear, she has been a major influence in engaging corporate and political leaders, high net worth interests and charitable organizations to advance the good works of the AFJ. She is proud to be the Executive Director of this resource which has raised and distributed nearly US \$15 million in Jamaica to benefit education, healthcare and economic development.

Caron began her career with a sound business foundation, working first in Human Resources and then as a Marketing Manager for The Dun & Bradstreet Corporation in New York City. She honed her brand-building skills with D&B, when she took a retail marketing role with his Couples Resort Group. Caron served in the hospitality industry, promoting Jamaica's tourism product, creating concepts to elevate awareness with travelers to the island and directing retail operations for this growing resort collection.

Caron later relocated to the metropolis of Kingston to take on a marketing position with Digicel Jamaica. She was immersed in the growing telecommunication industry in the Caribbean and was successful in developing business relationships and launching new products. Her entrepreneurial spirit came to the fore in 2007 when she launched her own brand of Jamaica Blue Mountain Coffee and Sauces, BankraBuys, Ltd., with a retail outlet located at Sangster International Airport, and a wholesale and exporting operation. She was busy in both Jamaica and New York, building a business and launching an online sales portal, when she accepted an offer to make a greater impact as Executive Director of the American Friends of Jamaica.

She finds the work important and fulfilling, a true labor of love in which she devotes her energy and strategic skills wholeheartedly to help build the nation, facilitate business opportunities, and benefit schools, hospitals and clinics, community resources, and worthy charitable projects. In 2016, Caron was honored with a Congressional Award for Distinguished Leadership and contributions impacting the lives of Jamaicans.

Caron enjoys a rich life outside of work with her son, Noah, and is an avid health and fitness enthusiast.