

Vincent Edward "Bo" Jackson, CEO, VEJ Holdings, is an American former professional football and baseball player turned President & CEO of a signature food company. He is the only professional athlete in history to be named an All-Star in both baseball and football. Jackson's elite achievements in multiple sports have given him the reputation as one of the greatest athletes of all time.

Bo Jackson played college football as a running back for the Auburn Tigers and won the Heisman Trophy in 1985. He played in the National Football League for the Los Angeles Raiders and in Major League Baseball for the Kansas City Royals, Chicago White Sox and California Angels. Bo Jackson was inducted into the College Football Hall of Fame in 1996.

Throughout his professional sports career and business careers, Bo has been active in several charities, including St. Jude Children's Hospital, Make-A-Wish Foundation and most recently, Bo Bikes Bama which is an annual bike ride to raise money to build community storm shelters across Alabama and surrounding states.