



Lori Jones Gibbs

Durham, NC

Lori Jones Gibbs, CEO of LJG Consulting, LLC is a mortgage, credit and financial coach and author who uses her knowledge, wisdom, and humor to help others face facts not fiction about money matters to achieve spiritual, personal, and professional satisfaction. A retired banker, Lori served as Senior Vice President and Community Development Banking Market Manager for the Carolinas at PNC Bank. In this capacity, she led a local team, to support wealth creation within historically under-served communities through financial education, access to home mortgages and credit, workforce development initiatives, and neighborhood revitalization.

Jones Gibbs joined the DREF Board of Directors in 2022. Additionally, she currently serves on committees and boards that are at the forefront of advancing opportunities for all throughout the North Carolina Research Triangle Area and the nation. Those affiliations include: Delta Sigma Theta Sorority, Inc. - National Program Planning and Development Committee as Co-Chair of the Economic Development Sub-Committee, National Institute of Minority Economic Development (The Institute), North Carolina Community Action Association, Made in Durham, The Sisters Inspiring Sisters, Incorporated, and the Financial Education Ministry of First Calvary Baptist Church, where is a member.

Past board appointments include StepUp Ministry–Durham, Carolina Small Business Development Fund, Passage Homes, Housing for New Hope, and the UNC Board of the Governors’ North Carolina School of Science and Mathematics. Jones Gibbs is frequently engaged as a speaker and panelist, addressing such topics as economic development, loan programs, financial literacy, women in leadership, and DEI. Additionally, she is a published author and has written two books: “Yes, I Would Marry Him Again: Wives Salute Their African American Husbands,” and “YES, You’re Approved! The Real Deal About Getting A Mortgage and Buying a Home” (co-author). Jones Gibbs is the recipient of numerous honors and awards; she holds the distinction of being the first African American woman to receive the Mortgage Bankers of America Diversity Champion Award and is the recipient of the Triangle Business Journal’s Leaders in Diversity Lifetime Achievement Award.

A member of Durham (NC) Alumnae Chapter of DST Sorority, Jones Gibbs has received leadership awards from the South Atlantic and Eastern Regions of Delta. She earned a bachelor’s degree in Urban Studies from the University of Connecticut and a master’s degree in Urban-Suburban Management from the University of Bridgeport. She resides in Durham, NC with her husband, Kenneth Gibbs, Sr.