

MEDIA PROFILE:

Edward J. Crenshaw, Jr.
President and CEO
DESTIN Enterprises, L.L.C.

A PERFECT STORM –

Ed Crenshaw is a tall man with a strong presence, making it easy to compare him to a “perfect storm”. In his case the metaphor relates to the characteristics, education, and professional experiences that allowed him to see about a decade ago, what should be obvious to job seekers in no more than a year: being qualified is the least likely attribute to get them employed when joblessness is spawned by economic crisis.

Ed is president and CEO of DESTIN Enterprises, LLC (DESTIN), a full service employment solutions firm in Columbia, Maryland featuring cutting-edge, multi-media employment profiles as compared to the traditional resumes of job candidates. Exclusive web-based searches and marketing of both jobs and potential employees is a wave of the future Ed and DESTIN have been riding for years. Ever the visionary and innovator, Ed now focuses the power of DESTIN on people with disabilities (PWD). The company harnesses assistive technologies so all can communicate “abilities above their disabilities”. Yet there is more.

Ed pioneered and offers through DESTIN a vitally important diversity sensitivity program called “PERCEVD”, Preparing Employers to Reintegrate Combat Exposed Veterans with Disabilities. PERCEVD strategically meshes the multiple disciplines and perspectives essential for managing interplay between reasonable workplace accommodations and conduct rules for combat exposed veterans.

DESTIN ENTERPRISES, L.L.C. –

DESTIN is a certified minority business enterprise, Nevada Limited Liability Corporation, with its principal place of business located at 8630 Guilford Road, Suite 273, Columbia, Maryland, 21046. DESTIN is comprised of seven (7) administrators and a pool of nationwide facilitator/consultants that can be utilized as needed.

ED’S CAREER OVERVIEW –

Edward (Ed) Jerome Crenshaw, Jr. received his Bachelor's Degree in Marketing from Hampton University while simultaneously serving his country as a Hospital Corpsman in the US Navy. Ed's professional background consists of 10 years experience in the development and sales of high-end, strategic IT solutions as well as 9 years experience in Human Resources (HR)/Diversity consulting, training and sales. In gaining his HR/Diversity experience, Ed worked and consulted closely with many of the industry thought leaders including Dr. Roosevelt Thomas of Roosevelt Thomas Consulting in Atlanta, Georgia; Tom Pappas of SCENDIS LLC in McLean, Virginia; as well as Doug Harris and Bea Young of The Kaleidoscope Group in Chicago, Illinois.



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Ed's education, experience, and skills give him a unique understanding of the challenges presently associated with HR recruitment and retention as well as keen insights on addressing those challenges through modern technology. He has brought that background to bear after developing a passion for helping people with disabilities. It began as Ed performed his paramedic duties in the U.S. Navy and supported a close family member who had been diagnosed with Multiple Sclerosis.

In 1998 Ed founded DESTIN Enterprises, Inc. which changed to DESTIN Enterprises, LLC (DESTIN) in 2007. The original goal of DESTIN was to address the 70% national unemployment rate for people with disabilities by creating a 'cutting-edge', online employment recruitment tool. DESTIN's recruitment tool goes far beyond traditional resume' related services by incorporating assistive technologies and multimedia solutions to better showcase 'abilities above disabilities' for employment consideration.

In March 2007, DESTIN was awarded a contract from Walter Reed Army Medical Center (WRAMC) Transition Employment Assistance Management Service (T.E.A.M.S.) division, to provide placement services for transitioning Iraq and Afghanistan Veterans. This endeavor exposed Ed to the unique challenges facing employers looking to hire transitioning combat exposed veterans, while being unaware and/or unprepared to address various cultures of military-life and the sometimes lingering affects of combat related physical and mental health conditions.

Considering well-published reports, now citing 1 in 5 transitioning veterans diagnosed with some form of PTSD and/or mental health disorder, Ed enlisted the assistance of WRAMC staff psychiatrist and OIF veteran, Dr. Cynthia J. Washington, to develop "Preparing Employers to Reintegrate Combat Exposed Veterans with Disabilities" (PERCEVD). PERCEVD is a diversity/sensitivity training program for managers, supervisors and staff of businesses and organizations that employ veterans, particularly those returning from Iraq and Afghanistan. PERCEVD is an employer intervention, effectively providing an understanding and accommodation of adjustment disorders, post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), and other disabilities. Ultimately PERCEVD helps detect, avoid, and mitigate workplace disruption, litigation and decreased productivity while enhancing employee and public relations.

Ed is a recognized public speaker on the matter of diversity and employment for people with disabilities and is an active board member of the Howard County Commission on Disabilities. Artistically, Ed enjoys poetry, drawing and painting, cooking, as well as listening to music and playing the drums. Ed is a dedicated father and an avid athlete who excels in running, basketball and other outdoor sports activities. Ed's innate leadership skills, as well as his extraordinary problem solving ability, dedication and desire to succeed, is apparent in his enthusiasm for DESTIN. His presence with DESTIN will always be consistent, sensible and strong.

A VIDEO PRESENTATION –

To view a video of Ed sharing insights on PERCEVD, visit:

http://destinenterprises.com/Video_Viewer.html

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