FULL BIO · BACKGROUND, VENTURES & MISSION

MARSEIL “ACTION” JACKSON

AWARD-WINNING ENTREPRENEUR · RADIO PERSONALITY · COMMUNITY ADVOCATE



BORN AND RAISED ON CHICAGO’S WEST SIDE

Marseil “Action” Jackson is an award-winning Chicago entrepreneur, radio personality, community advocate and consultant whose work is built on one idea: when people own businesses in their own neighborhoods, the whole community rises.

Born and raised on Chicago’s West Side, he has spent two decades turning that idea into storefronts, programs and opportunity.

EARLY START

Jackson’s entrepreneurial streak showed up early. At 15 he started his first business, and before his 16th birthday he had landed his first investor. Service came just as early. As a teenager he volunteered with United for Better Living, Chicago Reach and Building Brighter Futures, and at 21 he founded the Jackson Action Coalition (JAC). JAC’s mission is to bridge the gap and bring generations together by empowering the community, youth and seniors through outreach, services and events.

Since 2009, JAC and Jackson have supported more than 5,000 families through community cleanups, homeless feedings, back-to-school drives, resource fairs, Breakfast with Santa and summer employment programs that have helped more than 1,500 young adults find work.

BUILDING IN THE SOUL CITY CORRIDOR

In 2021 Jackson opened The Dream Center, a co-working and business support center at 5927 W. Chicago Avenue in Austin. He was told the neighborhood wasn’t ready for co-working; desks and mailboxes filled within the first 60 days. Its two locations give home-based entrepreneurs a professional address, private offices and hands-on help with incorporation, business plans, grants and contracts. Both sit in the Soul City Corridor, a Black-owned business district Jackson has championed for years.

WHAT’S NEXT

Through JAC, he is developing Soul City Studios at 5849-51 W. Chicago Avenue, a creative co-working and media production space for West Side storytellers, supported by grants from the City of Chicago and the State of Illinois. The Dream Builders Foundation, launched in 2024, gives underserved entrepreneurs business education, mentorship and access to capital, and Soul City Collective brings his brands and partners together under one roof.

ON THE AIR AND AT THE TABLE

Every weekday, Jackson hosts *The Brunch Bunch* on Inspiration 1390AM, an iHeartRadio station in Chicago. Since 2018 the show has offered listeners inspiration and practical resources on housing, grants, mental health, business and employment. In 2025 he was named head of the business division of the Leaders Network. He also serves as executive vice president of the BBF Center for the Arts, advisory board president of CARE Manor, an executive board member of United for Better Living, a board member of Oak Park Regional Housing and chairman of the Chicago Young and Powerful Group.

RECOGNITION

Jackson’s work has earned more than 20 honors, including the Merri Dee Foundation’s 2026 Radio Personality of the Year award, a 2022 Presidential Lifetime Achievement Award, the 2023 Chicago Defender Men of Excellence award and the Chicago Police Department’s Arnold Mireles Special Partnership Award. He has been featured on WGN, NBC, ABC7 Chicago and FOX 32, and in Chicago News Weekly and The Boss Mann Magazine. He is a graduate of the Ascend Small Business Growth Program at Northwestern’s Kellogg School of Management.

THE MISSION

HIS MISSION HAS NEVER CHANGED: SERVE, INSPIRE AND BUILD GENERATIONAL WEALTH THROUGH ACTION.