



Jo Kirchner

Chief Executive Officer
Primrose Schools; CED Trustee

Jo Kirchner has devoted the majority of her career to pioneering breakthrough strategies for delivering high-quality early education and care. As CEO of Primrose Schools® since 1999, she has led strategic growth of the company from four locations in Georgia to a national brand recognized as an industry leader and innovator.

Jo joined Primrose in 1990 as Vice President and was instrumental in creating and expanding the franchise model that now includes over 400 independently owned and operated schools coast-to-coast.

Today, Jo continues to shape strategic direction for the rapidly expanding franchise company while also providing leadership on the Primrose Schools Board of Directors and the Primrose Early Learning Council. Outside the company, her national advocacy work includes serving on the board as co-chair for the Early Care & Education Consortium, a trustee for Cognia and the Committee for Economic Development of The Conference Board, and she engages in initiatives internationally to advance early education and child care.

Jo founded the Primrose Schools Children's Foundation and launched the Primrose PromiseSM corporate social responsibility program, which helps the Primrose organization fulfill its mission to forge a path that leads to a brighter future for all children.