

James B. Langford

Founder and Chairman, Georgia Prevention Project

James B. Langford serves as founder and Board Chair of the Georgia Prevention Project (GPP), a statewide organization focused on preventing first-time use of dangerous substances by teens and young adults. GPP grew out of the Georgia Meth Project, a large-scale primary prevention organization Mr. Langford co-founded in 2009 to alleviate the ravages of the methamphetamine problem in Georgia.

In 2016, Mr. Langford created the Georgia Substance Abuse Research Alliance (SARA), a policy-making organization that recommends strategies for addressing substance use disorder (SUD) in Georgia. SARA consists of more than 200 policy makers, elected officials, practitioners and non-profit and for-profit executives. In 2018, he was chosen as the only Georgian to serve as a member of the White House Opioid and Heroin Task Force to help create and implement national policy.

Mr. Langford has had a long career in public service through his appointment by five Georgia governors to work on more than 12 State of Georgia boards and commissions on a variety of topics including land conservation, archaeology, environmental policy, and substance use disorder. As the Georgia State Director of the Trust for Public Land, he created the connected park system that made the Atlanta BeltLine a reality.

For many years, Mr. Langford carried on a business career in parallel to his non-profit work. From 1985 to 2004, he was a co-founder and senior executive of successful high technology companies that pioneered world-wide electronic commerce. One of these companies, Harbinger Corporation, became a publicly-held company in 1995. Early in his business career, he held positions with The Coca-Cola Company in Atlanta, New York City, Argentina and the Caribbean.

Mr. Langford completed undergraduate studies in journalism and archaeology at the University of Georgia, and he earned his MBA degree from the Harvard Business School.