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Yohannan “Yogi” Terrell

Cultural economy strategist · TEDx speaker
Founder & Executive Director, Columbus Fashion Alliance



Pronunciation

Yohannan is pronounced yo-HAUN-nan, with the stress on the middle syllable. He goes by Yogi (YO-gee). On first reference, hosts can say “Yohannan, who goes by Yogi, Terrell.”

Short bio

Yohannan “Yogi” Terrell (yo-HAUN-nan) is the founder and executive director of the Columbus Fashion Alliance, working to make Columbus a world-renowned fashion capital. Today, he’s leading The LOOM, the Alliance’s new creative hub in the Discovery District, where fashion brands and creatives come to start and grow. An Ohio State graduate with a background in psychology, Yogi has spent more than 15 years in marketing, and his agency, Warhol & WALL ST., has won multiple awards for innovation and impact. His motto: “Be useful, unique, and updated.”

Long bio

Yohannan “Yogi” Terrell (yo-HAUN-nan) is the founder and executive director of the Columbus Fashion Alliance, a nonprofit working to make Columbus a world-renowned fashion capital and a place where brands and creatives come to start and grow. Today, he is leading The LOOM, the Alliance’s creative hub in the Discovery District, a space built for fashion, creative production, and the entrepreneurs behind them.

An Ohio State graduate with a background in psychology, Yogi brings a deep understanding of perception and human behavior to the way people engage with brands and with each other. In more than 15 years in marketing, he has worked across traditional, experiential, and digital channels. His creative agency, Warhol & WALL ST., co-owned with partner Christopher Jones, has earned multiple awards for innovation and impact, and Yogi has been featured in publications and interviews on industry topics.

His motto: “Be useful, unique, and updated.”

TEDxColumbus summary

For too long, Columbus has built creative talent and then watched it leave. In this talk, Yogi introduces Culturally Rooted Development, a framework for growth that makes room for the artists and makers already here instead of pushing them out. He’ll share how The LOOM, the Columbus Fashion Alliance’s creative hub in the Discovery District, is putting that idea into practice. His message: when a city makes room on purpose, its culture becomes its strongest foundation.

Media & booking contact

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