

Griffin Johnson

Influencer/Creator, Horse Owner

Griffin Johnson is an American content creator, social media influencer, actor, and singer with more than 14 million followers. He rose to pop culture prominence through his social media video content. Johnson was a founding member and resident of the Sway House, a Bel Air mansion and hub for famous TikTok creators. He is also a co-founder and operating partner of venture capital firm Animal Capital.

In 2024, Johnson took a leap into the world of horse racing through America's Best Racing's "A Stake in Stardom" initiative. Through the program, which aims to attract new audiences to horse racing through influencers participating in horse ownership, Johnson became a minority owner with West Point Thoroughbreds. The campaign went viral on social media and traditional media when Johnson's first horse, Sandman, made it to the 2025 Kentucky Derby. In the weeks leading up to the race, Johnson's behind-the-scenes videos with Sandman reached more than 200 million people and generated in excess of 35 million views on his social media channels alone. Johnson has proudly labeled himself as "horse racing's influencer to Gen-Z," and he's currently working with multiple racing entities to continue his promotion of the sport.