



Jerry Roebuck - Founder

Jerry Roebuck has been an entrepreneur since the age of 11. He conceived the biggest event in the history of Black America, the Black Expo. He has worked with many Fortune 500 companies on event marketing, advertising, and social issues, including Pepsi-Cola, Geico, Philip Morris, AT&T, Coca-Cola, Chemical Bank, and BET, just to name a few. He partnered with Russell Simmons' college classmate to be one of the pioneers in creating the world's biggest global music Hip Hop, straight out of undergraduate school. Mr. Roebuck is also credited with the strategic and financial growth of TV's Tony Brown Journal, the longest-running program in PBS history, as its advertising representative and media consultant. This was an outgrowth of his ability to secure new sponsors, such as Toyota, Wal-Mart, Texaco, and others, which infused the PBS program with millions of dollars in additional

gross income. Mr. Roebuck has also been a consultant to many Urban Radio Stations in over 20 markets across the U.S. He is a well-recognized educator and community servant who worked in the Harlem community for over 40 years in business and education. Upon his retirement, he was recognized by the entire New York City Council for his dedicated service to NYC. Mr. Roebuck presently lives and works in Florida and New York City.