



From his wildly successful role on ABC's smash hit, *Shark Tank*, to his distinguished status as a Presidential Ambassador for Global Entrepreneurship, **Daymond John** has become globally recognized for his relentless commitment to promoting and supporting entrepreneurs.

Daymond initially made his mark as the entrepreneur and branding expert behind the groundbreaking lifestyle brand, FUBU, which eclipsed more than \$6 billion in global retail sales. From the streets of Hollis, Queens, Daymond started a global movement from the basement of his mother's house by capitalizing on the then fledgling hip-hop culture. Today, the streetwear market that FUBU pioneered is a \$20 billion dollar industry.

Since then, Daymond has continued to challenge himself and the business world in which he operates. In 2009, Daymond was tapped by lauded television producer, Mark Burnett, to join the cast of a new business-reality concept, *Shark Tank*. After 8 seasons, 4 Emmy Awards, multiple Critic's Choice Awards and millions of dollars in investments, the show has become the most watched program on Friday nights, and one of the most successful business reality series of all time. Over the course of the series, Daymond has been a mainstay of the cast of Sharks and is now affectionately referred to as, "The People's Shark." Season 9 will begin shooting in June of 2017.

Resolved to expand his own brand, Daymond has written three books, the most recent of which debuted at #2 on the *New York Times* Best-Seller list in January of 2016 and recently won the 2017 NAACP Image Award for "Outstanding Literary Work - Instructional." The wildly successful release, *The Power of Broke* (Crown Publishing) takes an in depth look at how succes...

Daymond John

Speech Topics

- University/College
- Retail
- Overcoming Adversity
- Marketing
- Innovation
- Entrepreneur

