



ENTREPRENEURSHIP AWARD

KASSEEM (SWIZZ BEATZ) DEAN

OPM 50

Whether it be in music, fine art, sports, business, or culture, Swizz Beatz consistently challenges and changes the status quo. The Bronx native started disrupting back in 1998. Straight out of the gate, he produced one of the most popular hip-hop songs in history: DMX's double-platinum "Ruff Ryders' Anthem." He has fueled total sales of over 350 million albums worldwide with a bulletproof discography highlighted by classics such as JAY-Z's "Jigga My N****" and the GRAMMY® Award-winning "On To The Next One," Beyoncé's "Ring the Alarm," Lil Wayne's "Uproar," and dozens of others. *Billboard* touted him in the Top 20 of "The 50 Greatest Producers of the 21st Century," and Kanye West christened him, "The best rap producer of all time." Plus, he serves as Executive Producer of the music for the hit EPIX Series *Godfather of Harlem*. In the middle of the Global Pandemic, he and Timbaland launched *VERZUZ*. The series garnered a Webby Award for Special Achievement — "Break the Internet" as it crushed the Instagram record for livestreaming. Timbaland and Swizz received the "Shine A Light Award" at the 2020 BET Awards, while *Bloomberg Businessweek* included them among, "The 50 Most Influential People: 'The People Who Changed Global Business'" in 2020. Within a year, *VERZUZ* also won a NCAAP Image Award for "Outstanding Show (Series or Special)." Dozens of television shows, a *Billboard* cover, and more have chronicled and studied "The *VERZUZ* Effect."

In the area of fine arts, The Dean Collection, founded by Swizz and his wife Alicia Keys, stands out as the largest private collection of Gordon Parks art in the world as well as over 1,100 pieces by other artists. Swizz and The Dean Collection curate the live art and music festival No Commission—an innovative art fair where artists receive space free of charge and reap the entirety of their sales. Swizz graduated from Harvard Business School's OPM Program and made history as New York University's first "Producer in Residence." He has collaborated with household name brands, including Bacardi, Aston Martin, Reebok, and American Express.