

As one of *Black Enterprise* magazine's 100 Modern Men of Distinction, marketer and entrepreneur Phaon K. Spurlock is a corporate businessman, speaker and social influencer.

Phaon channeled the entrepreneurial legacies of his great-grandfather, grandfather and father to inspire his journey. Phaon K. Spurlock is a thought leader and speaker for people who want to sharpen their marketing skills or explore their entrepreneurship mindset. He's sincere, yet brutally honest about what it takes to grow a career as an entrepreneur or a corporate "intrapreneuer." Phaon speaks nationally on digital and experiential brand marketing, entrepreneurship, career growth and personal branding. He uses his own career experiences and education to help people understand the steps it takes to achieve their own personal success. His approach leaves audiences feeling confident, knowing that they are better prepared to reach the next level in their professional lives.

He has been a thought leader and speaker for groups such as T. Howard Foundation, Black Enterprise Modern Man, Trailblazers Podcast and The Obama Foundation's My Brother's Keeper initiative.

Phaon's present work encompasses several roles, including:

- Corporate Sponsorship and Activation Manager at Prudential Financial, a Global Fortune 100 company located in Newark, New Jersey.
- CEO and founder of [BKLYN LEAGUE](#), a men's apparel, accessories and home goods e-commerce store founded in 2016.
- Creator of [LuxuriousPROTOTYPE.com](#), an online men's lifestyle Magazine established in 2007 that connects men throughout the world to fashion, arts & culture, entertainment and lifestyles.

He holds a bachelor's degree in Organismal Biology from Southeastern Louisiana University, where he was initiated as a member of Kappa Alpha Psi Fraternity, Incorporated. He also earned a certificate in marketing from The Wharton School at the University of Pennsylvania. At New York University, he has completed studies in Management Strategy and Communication and Campaign and Experiential Events Marketing Strategies

After an internship with Island Def Jam Music Group in 2007, Phaon realized marketing was his passion. In 2008, he served as a Promotions Coordinator with Alloy Media + Marketing. This was followed by his role as Founder and CEO of Prototype Media & Marketing. With locations in Louisiana and New York, this organization provided marketing services to McDonalds, New York State Senate, the Museum of Contemporary African Diasporan Arts (MoCADA), Rolls-Royce and others. Not long after, he became marketing and communications senior associate with the national economic development non-profit organization Seedco. He joined Prudential Financial in 2015 and expanded his knowledge base while working in the multicultural marketing department and brand marketing and advertising.

Originally from Baton Rouge, LA, Phaon now lives in Brooklyn, New York where his philanthropic and volunteer work includes the Black Lives Matter movement and the Eagle Academy. He works tirelessly to inspire young men and women of color to set goals, find their purpose and take the steps needed to gain success.