

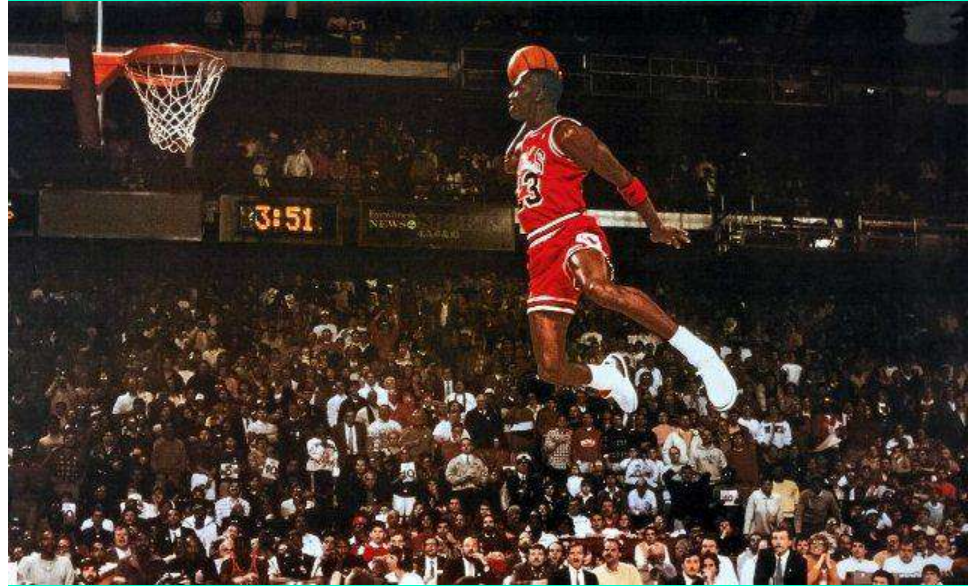
Oprah Winfrey

- Oprah Winfrey has transitioned her hit talk show, which ran for 25 years, into a media and business empire.
- The former news anchor built the reinvested profits from her talk show into \$2 billion, according to "Forbes" estimates.
- In 2011, Winfrey launched cable channel OWN. Her 25.5% of the network is worth more than \$65 million.
- The 'Oprah effect' has spread to Weight Watchers: she bought a 10% stake in 2015 (since lowered to 7%) and acts as a brand ambassador.
- In March 2020, she returned to the small screen on Apple TV+ for an interview show about Covid-19 as part of her multiyear pact with the streamer.



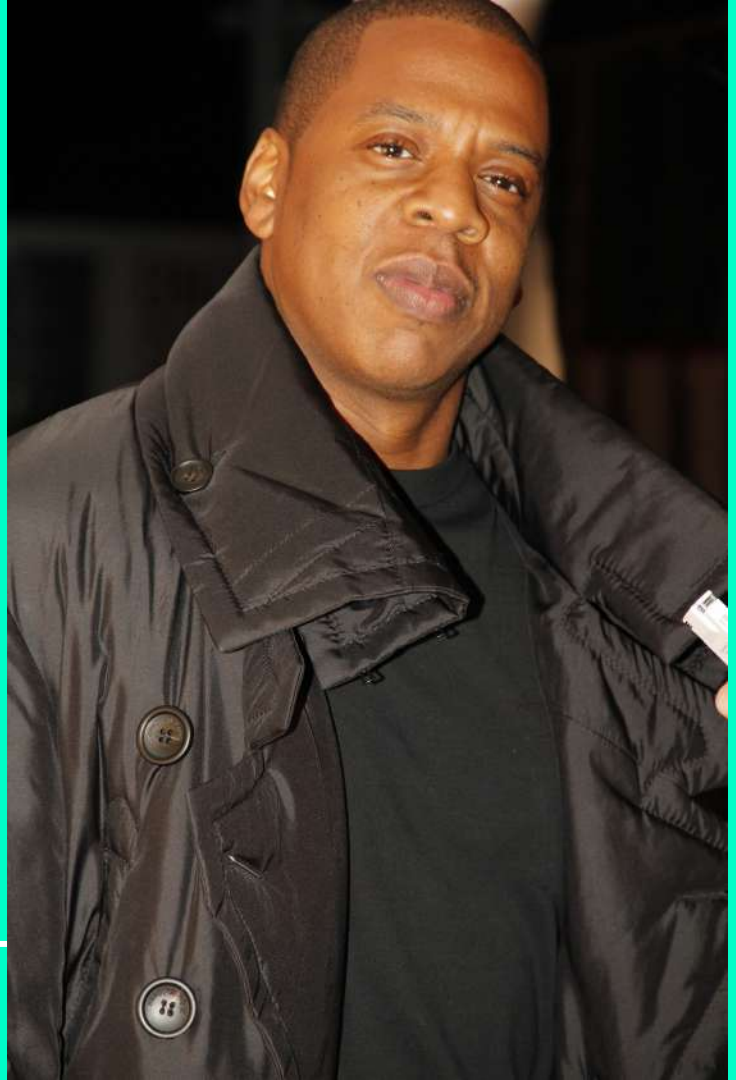
Michael Jordan

- Regarded by most as the NBA's greatest all-time player, Michael Jordan won six titles with the Chicago Bulls.
- His salary during his career totaled \$90 million, but he has earned \$1.8 billion (pre-tax) from such corporate partners as Nike, Hanes and Gatorade.
- MJ joined sports-betting firm DraftKings as a special advisor to the board and an investor in September 2020.
- He also became a NASCAR team co-owner in late 2020.
- Jordan, who owns the Charlotte Hornets, agreed to sell a minority stake in a 2019 deal that valued the NBA team at \$1.5 billion.



Jay-Z

- Even in a year without a tour or album release, Jay-Z mints millions from his Armand de Brignac champagne and D'Ussé cognac.
- The Brooklyn-born rapper was crowned hip-hop's first billionaire in 2019, thanks to a sprawling and diversified empire.
- Jay-Z's assets range from entertainment company Roc Nation to a fine art collection including works by Jean-Michel Basquiat.
- Named after the housing project in which he grew up, his Marcy Venture Partners raised an \$85 million fund in 2019.



Madam CJ Walker

Born Sarah Breedlove, the child of former slaves in Louisiana, Madam C.J. Walker (1867–1919) was one of the first successful Black businesspeople in the U.S. and has become known as much for her determination as for her charitable endeavors.

Walker's first success was a classic example of finding a gap in a market that had been overlooked by the business elite of the time. Walker suffered from hair loss due to a scalp condition, and she began to make cures for herself. She recognized an opportunity in the lack of hair products for African Americans on the market at the time. Walker traveled the country with her husband for many years, promoting the "Walker Method" of hair care, and became very successful, later expanding into cosmetics.

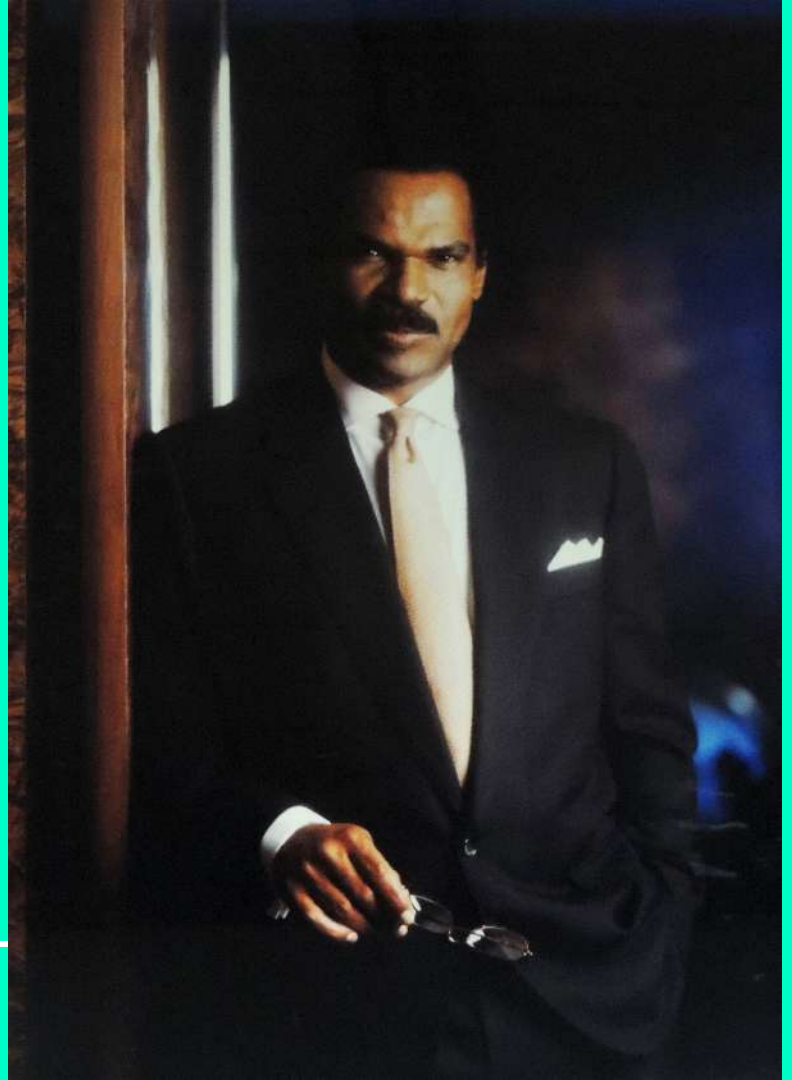
Walker would eventually come to own a major corporation, Madam C.J. Walker Manufacturing Company. Under its auspices, she trained hundreds of beauticians. The company became an icon in Black communities across the country.

Walker also shared her success with her community. Toward the end of her life, she stepped back from the everyday management of her companies and undertook charitable tours. She visited the Caribbean and Latin America and donated a sizable portion of her wealth to charities working both within and outside the United States.



Reginald Lewis

Reginald Lewis is a graduate of Harvard Law School and was considered the richest African-American man throughout the 1980s. He founded the venture capital firm TLC Group LP in 1983. In 1987, he bought Beatrice International Foods. The grocery store conglomerate was the largest African-American-owned and managed business in the United States. The company became the first African-American-owned company with more than \$1 billion in annual sales.



Daymond John

Daymond John rose to public prominence as a judge on ABC's "Shark Tank," but he was famous in investment circles far earlier than that. In fact, if the rumors are true, he started very young, selling customized pencils to his peers in first grade.

John's road to real success started in 1989, when he founded streetwear clothing company FUBU. By lending clothes to popular musicians and building brand recognition through the videos they appeared in, he eventually built the company into a major success. The challenges of his early experiences make him keen to educate younger entrepreneurs about the importance of hard work and perseverance when it comes to building their own companies.

Today, John is involved with various companies—he is the CEO of Shark Group, a brand consultancy, and in 2017 co-founded Blueprint + Co, a co-working space in NYC. Estimates of John's personal wealth put his net worth at approximately \$250 million.



Robert L. Johnson & Sheila Johnson

Robert L. and Sheila Johnson might not be as well known as Michael Jordan or Oprah Winfrey, but they have had as big an impact on the media in the U.S., albeit from behind the scenes.

Robert Johnson is the founder of BET, the Black Entertainment Television network. When he founded the network with his wife, Sheila, they were joint owners. After many years of increasing audience numbers and media reach, Viacom bought the company in 2000 for \$2.9 billion, making the Johnsons the first Black billionaires in America.

In the two decades since then, the couple have diversified their business interests widely. They are the owners—either together or singularly—of sports teams, investment firms, digital-content distributors, video-streaming services, a film festival, and a venture-capital incubator



Janice Bryant Howroyd

Although Janice Bryant Howroyd isn't well known to the general public, she is one of the most successful business people—of any race or gender—in America today. Her firm, the ActOne Group, was the first African American female-led company to bring in more than \$1 billion in annual revenue.

ActOne is primarily an employment agency and consultancy based in Los Angeles. It has grown to dominate one of the most lucrative markets in the United States—and from very humble beginnings. As Howroyd herself tells the story, she moved to LA in 1976 with just \$900 and marketed her company through word of mouth for much of the following decade.

Howroyd has a clear point of view about appearing on lists like this one. Upon receiving a business accolade a few years ago, she told CNBC that “being the first African American woman to achieve anything in 2016 is not an accomplishment...the best thing I can be applauded for is simply being a woman building a great business.”



Sean Combs

You probably know who Sean Combs is, but you might not know him by that name. Has also gone by Puff Daddy and P. Diddy. Though best known as a recording artist, Combs has built an impressive business portfolio over the past two decades. While producing his own music, he quickly rose through the ranks within Uptown Records and then launched his own label, Bad Boy Entertainment, in 1993. Since then, he's also built a cable music network, Revolt, and has invested in many restaurants and food businesses. He owns 50% of Cîroc vodka, for instance; DJ Khaled owns the other half.

All of this success has made Combs a rich man. *Forbes* has consistently listed him among the richest hip-hop artists, with a personal net worth of \$740 million.



Beyonce

- Beyonce's On The Run II stadium tour with husband Jay-Z grossed roughly \$5 million per night, pulling in a total of more than \$250 million.
- In April 2019, the pop star released 'Homecoming,' a live album and Netflix special about her groundbreaking 2018 performance at Coachella.
- Also in April, Beyonce announced a new partnership with Adidas to relaunch her activewear line Ivy Park.
- Beyonce first rose to fame as the lead singer in girl-group Destiny's Child.
- She voices the part of Nala in the 'Lion King' remake.



George Foreman

George Foreman was an icon in the 1990s, after becoming the oldest person, at age 45, to ever win a heavyweight boxing belt. He quickly turned this public recognition into private success, through a variety of business ventures and an unusual approach to marketing.

The most recognizable of Foreman's business ventures is the George Foreman grill, a plug-in grill that became a sensation in the late 1990s. Although Foreman no longer owns the rights to the grill that bears his name—manufacturer Salton bought it from him in 1999 for \$137 million—he retains a well-balanced business portfolio.

Foreman's investments include a gym brand, EverybodyFights, founded by his son George "Monk" Foreman III, and a number of product endorsements. Estimates now put Foreman's net worth in the region of \$300 million, not including the capital he has invested in his brands.

