



Benny Pough is a seasoned music industry expert, real estate investor, conference leader, and author. Decades of dedication and determination have propelled Benny Pough to the forefront of the music industry, making him one of the most successful and innovative business leaders of our time.

With over thirty years of experience, Pough has played a pivotal role in shaping the sound and culture of music worldwide. He has been instrumental in delivering radio hits for superstar artists such as Jay-Z, Rihanna, Kanye West, Future, DJ Khaled, and Ne-Yo. Pough's legacy continues as a master of promotions and marketing, recognized for his exceptional eye and ear for talent.

He has made significant contributions to the entertainment industry through executive positions at powerhouse labels, including Motown, Def Jam, and Roc Nation Music. Currently, Pough is blazing his own trail as an entrepreneur. "The time was right to step out and bet on myself," says Pough regarding his decision to found D.Verse Media, a multi-tiered entertainment company that encompasses record labels, distribution, publishing, management, and more.

Prior to establishing D.Verse Media, Pough served as the President of Roc Nation Music and as Executive Vice President of Epic Records, a division of Sony Music Entertainment, where he oversaw day-to-day operations. He had previously managed the label's promotion and marketing strategies as Executive Vice President of Urban Music, leading Epic's urban team to significant success, including five Top 5 hits in 2017 alone. Before that, he held the position of Senior Vice President of Promotion at Universal Music Group's Island Def Jam, joining the company in 2003 and helping propel artists like Rihanna and Kanye West to superstardom.

Pough also served as Senior Vice President of Promotion at MCA Records for seven years and began his music career in 1990 as Regional Promotions Manager for Motown Records. Having worked multiple jobs since he was eleven, Pough always aspired to be an entrepreneur. While working in the music industry, he started investing his bonuses into real estate, eventually creating Al J. Britt Enterprises, a real estate management company with a portfolio of over 100 doors. After a near-fatal accident in 2014, Pough felt compelled to share his story. His book, titled **ON IMPACT: Life, Leadership & Almost Losing It All**, is a collection of reflective and vulnerable stories that reveal the experiences that have shaped his life and career. **ON IMPACT** has become an Amazon Best Seller under Benny Pough, LLC, a division of D. Verse Media.

As the inaugural recipient of the Urban One Honors Record Executive of the Year, Pough has been a featured speaker at the ITP Media Group's international conference in Dubai and executed his Executive and Residences at North Carolina Central University in Durham, NC.

In addition to his impressive music career, Pough is also passionate about public speaking and actively invests in real estate. He takes pleasure in collecting art and wine. Currently, he resides in Bergen County, New Jersey.