



Henry C. Rock II

PROFESSIONAL BIOGRAPHICAL SUMMARY

Currently Henry is Executive Director of [City Startup Labs](#), a new initiative designed to instruct young men of color in entrepreneurship and to stimulate entrepreneurial innovation in inner-city America [see recent [TED talk](#) about the initiative]. From the Fall 2011 through 2012, Henry worked with the [Vanto Group](#), a San Francisco based, global boutique business consulting firm. A focus on new business development included a plan that led to the successful reintroduction of a Vanto's Open Workshop Program for breakthrough leadership.

Prior to working with Vanto, Henry worked as a small business consultant, with firms often needing *from the ground up sales efforts* ([Smallbiz.HenryRock.com](#)). One recent client in particular, [Khamit Kinks](#), is an internationally recognized, high-end, natural hair care salon in Brooklyn, NY. His general management, sales and marketing efforts resulted in a 23% CAGR from '09-2011. Further, he had managed the launch of a line extension of new hair and body care products under the AnuEssentials brand. Further, Henry also designed and successfully launched [CowrieCards.com](#), a peer-to-peer greetings website targeting the African-American market. It quickly became the leader in the niche.

In 1980, Henry started his media sales tenure, working in print (newspapers and magazines), outdoor and network radio. This included territorial and national sales positions with Black Media Inc., Triangle Outdoor, Johnson Publishing Co., National Black Network, The National Leader newspaper and Interep. He's also managed sales and operational staffs up to 20 persons while at The National Leader and NBN.

From 1995-98, Henry was responsible for building new business within the Eastern region, among national advertisers, and their agencies for **SJS Entertainment**, a radio network, syndicator and program provider. [**SFX Entertainment** acquired **SJS** in June '98; **Clear Channel** acquired **SFX** in Aug. 2000]

While with SFX Entertainment, then a division of Clear Channel Communications, Henry had bottom-line responsibilities with the **SFX Radio Network** from 1998 into 2001. He accounted for over 15% and 40% of 1999 and 2000 national radio billings respectively, from major New York area account and agency assignments. His efforts included selling sponsorships for concert and world premiere syndicated music programming, as well as, live concerts, tour packages and webcasting for the SFX Media Marketing initiative.

In 2002 Henry started a real estate career in Jersey City and Hudson County, NJ. After working in all phases of residential sales and leasing, he switched to commercial real estate sales, with Coldwell Banker Commercial – Feist & Feist Realty, and Marcus & Millichap, where he focused on investment properties, in the multi-family sector. During this period that Henry started an initiative to promote the development and use of [prefab/modular housing](#), including using an innovative technology using intermodal shipping containers. He has worked with the LOT-EK architectural firm in New York City, and TempoHousing in Amsterdam on the marketing and integration of this unique technology.

Henry attended NYU's School of Continuing & Professional Studies – *Real Estate Institute*. He also attended Rutgers University, as an Economics major, The Keller School of Business Management, Chicago, IL, as a marketing major, and The New School of Social Research, for film & television studies. He completed Landmark Education's *Curriculum for Living*, 2010; Institute for Mediation and Conflict Resolution – Mediation Training, 2012.

In 2011 he served as the President of the Bainbridge Homeowners & Tenants Block Assoc. (BHTBA) in Bed-Stuy Brooklyn, NY. He is a member of The National Business Education Association (NBEA), President/CTM(Competent Toastmaster) - Knickerbocker Toastmasters, NYC, NY; an Executive Committee member of Concerned Black Men, NY, NY; member of Toastmasters of Essex County, NJ; member Orange Planning Board, Orange, NJ; Assistant Director of the New Jersey Hands Across America project; Founder/member of the Board of Directors - *Forum for the Evolution of Progressive Arts* (FEPA), Chicago, IL; member of the Board of Directors - *The Jazz Institute of Chicago*, Chicago, IL; member of the Newark Jaycees. He has also authored numerous published articles about jazz. He has strong computer competency, across several MS Office programs, including Excel and web publishing.