

BE MODERN MAN: MEET 'MR. MUSIC' WALTER J. TUCKER

by Tyrus Townsend @ June 19, 2017  64

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Walter J. Tucker

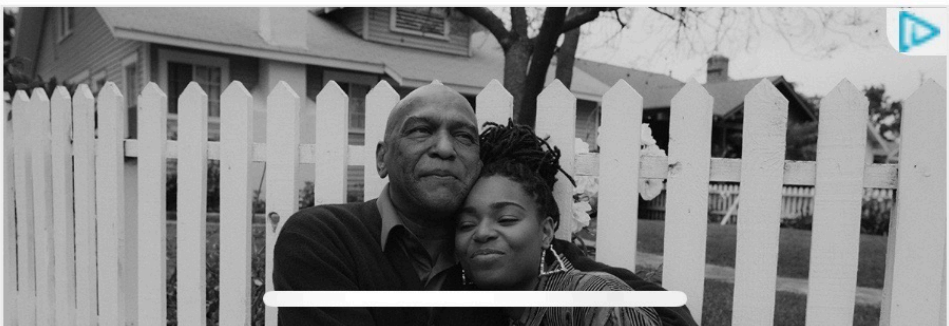
Age: 32

Profession: President and Founder of LiveThe.Biz, Music Executive, and Adjunct Professor

Social Media: Instagram: [LiveTheBiz](#) |
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One Word That Describes You: Motivator

How HE Ordinarily Impacts: Walter Tucker uses music as a tool, a form of therapy to educate and guide those individuals who are not only looking to get into the entertainment industry but to understand how life works. Mentoring, motivating and drawing from his previous experience which includes the good, bad, and indifferent, Tucker's goal to build a group of visionaries and dreamers has come full circle in today's cultural climate.



What does being one of the BEMM 100 Men of Distinction mean to you?

I am truly honored to be included in such a diverse group of leaders and innovators. I've been a big fan of Black Enterprise since I was a teenager and it has always served as a tool of inspiration for me. I'm very humbled to be able to possibly motivate someone else through this platform!

What are you doing as a BEMM to help support black male achievement now or in the future?

I am supporting black male achievement through mentorship and education. One of the things I love to do is share the information I learn in the music industry with young black men who are aspiring to break into the business. Besides talent, the one thing that helps bridge the gap from our dreams to reality is education. To that point, outside of working in the music industry, I have taught several college business courses for the past six years while mentoring independent artists I meet through ~~networking and industry~~ events. I



through networking and industry events. I strive to help empower black men, women, and truly anyone I meet in general by giving key knowledge and tips that I have acquired during my time in the business. My goal is to let this shared knowledge be a tool for others to climb the ladder of success and create their own individual brands.