



Salim Holder · 2nd

Co-Founder / CEO at 4th Ave Market

White Plains, New York, United States · 500+ connections ·

[Contact info](#)



4th Ave Market



University of Rochester - William E. Simon Graduate

Featured



Super proud to be featured as one of the founding members of the Rolling Stone...



Meet Six Founding Members of the Rolling Stone Culture Council

rollingstone.com · 4 min read

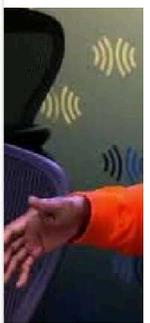
270 · 36 comments

2+ years ago, I made a decision to change the track my life was on. I knew in my hear...



471 · 74 comments

"We stan upon the



What is t Market?

youtube.co

Experience



Co-Founder / CEO

4th Ave Market

Jun 2018 – Present · 2 yrs 10 mos

Greater New York City Area



Lead Instructor

General Assembly

Jan 2018 – Present · 3 yrs 3 mos

Greater New York City Area

CEO

Find Your Plug, LLC

Jan 2018 – Present · 3 yrs 3 mos

Greater New York City Area

Brand strategy and Influencer Marketing company that gets your brand and product into the hands of the tastemakers who influence the influencers.



Sr. Brand Manager

Combe Incorporated

Nov 2014 – Jan 2018 · 3 yrs 3 mos

Greater New York City Area

Led and managed marketing team with full responsibility for P&L and restored growth to mature and declining \$55M brand of women's intimate health products via creation of a more impactful shelf presence and implementation of more effective digital and promotional marketing tactics. ...see more



Sr. Brand Manager - Irish Whiskey

Pernod Ricard

Nov 2013 – Aug 2014 · 10 mos

New York, NY

Drove outcome-driven marketing strategies by creating a more streamlined, consumer-centric culture. Responsible for managing \$75M A&P budget.

Key Accomplishments:

...see more

[Show 5 more experiences](#) 

Education



University of Rochester - William E. Simon Graduate School of Business Administration

MBA, Marketing, Strategy, Entrepreneurship

2005 – 2007

Activities and Societies: Simon Entrepreneurs, VISION CSR, Simon Chapter of the National Black MBA Association

**Hampton University**

B.S., Marketing

Activities and Societies: Kappa Alpha Psi, Honors College

Columbia High School

1999

Licenses & certifications**John Maxwell Leadership Academy Certification in Coaching, Corporate Training, and Public Speaking**

John Maxwell Certified Speaker Trainer and Coach

Issued Aug 2016 · No Expiration Date

NYC Scratch Academy Certified DJ/Turntablist

Scratch DJ Academy, LLC

Issued Oct 2014 · No Expiration Date

Volunteer experience**Committee Chair**

Kappa Alpha Psi Fraternity, Inc. New Rochelle-White Plains Alumni Chapter

Mar 2002 – Present · 19 yrs 1 mo

Children

Project Leader

Boys and Girls Clubs of America

Mar 2008 – Jun 2010 · 2 yrs 4 mos

Children

Lead the development and execution of the "Lighthouse" program, which aimed at highlighting career opportunities and options for college among teens in 7th grade through 12th grade.

