



THIS IS ME

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...

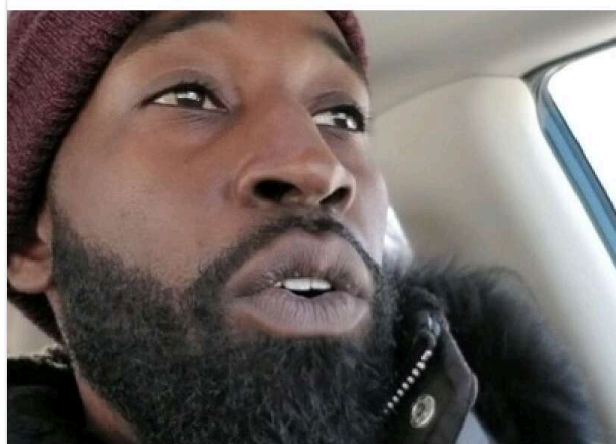


Meet Six Founding Members of the Rolling Stone Culture Council

rollingstone.com · 4 min read

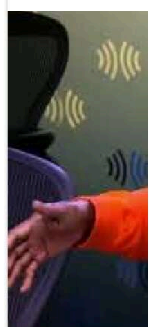
   270 · 36 comments

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.

