

Arising from an unpaid employee to President of Run Athletics, obstacles including the death of his Mother during his college years to guns and drugs, as well as different career decisions weigh heavy and attribute to a Man that is happy and content with a role inferior to his bosses and friends, Joseph "Rev Run" Simmons of Run D.M.C. and Music Mogul, Russell Simmons, as well as business and personal advisor to the Simmons Family, including, Angela Simmons, Vanessa Simmons, Joseph JoJo Simmons and Daniel Diggy Simmons – young entrepreneur's and children of Rev Run.

The story of a young man who changed his life around begins within the streets of Hollis Queens, New York, Rasheed Young had aspirations to rise from the ghetto with guns, drugs and violence to joining the music industry within the rap world and working alongside his local hero's and brothers, Rev Run and Russell Simmons seemed like a long shot. Overcoming violatate act of murder on his Mother in December of 1992, Rasheed dropped out of Queensborough Community College in Bayside, NY, where he majored in Accounting. Eventually reenlisting himself back into college, he switched his major from Accounting to Marketing, as mathematics was not his strongest suite. Corporate companies not being ideal for him, Rasheed left New York and headed to Miami for clarity. Convinced to return to New York where he was then requested to join a clothing company venture that would cater to musicians and rappers; Cash is King would launch in 1998. Knowing an iconic rap name would be needed behind his small company for it to be successful with a chance of luck; Rasheed wrote a long letter begging for Run-D.M.C. to back the clothing line.

What started with a letter that was tossed and later fetched out by, Justine Simmons, wife of Rev Run, a meeting was generated with Rev Run, allotting him to also meet with Russell Simmons to pitch his concept. Working primarily on Phat Farm Footwear at Rush Communications beginning in September of 2001, which was founded by Russell Simmons, Rasheed went to work every day for a year and three months without being paid – unbeknownst to Russell. Establishing a fulltime position and working tirelessly, the eager entrepreneur willingness to dig into even the most menial tasks, propelled him from an unpaid employee to president; a servant in the most complimentary fashion known.

Rasheed shows young people there are more routes to success than a record contract and provides a map to follow them. As a regular for six seasons on MTV's Run's House, where he's often seen consulting Angela and Vanessa Simmons on their Pastry venture for Run Athletics, Rasheed has been deemed "The Secret Is Service" – the title of his up and coming book highlighting his relationship with his mentor, Rev Run, Russell Simmons and the Simmons Family as a helpful and happy servant.

His greatest accomplishments come from providing great service, remaining humble and diligent. It's not too much of a stretch to say that most people want to be number one in something. They want to lead a successful company or team, own their own business, and be a leader. But behind all great leaders and influencers are behind-the-scenes advisors and friends. Living a fruitful life, Rasheed is proof that it can be just as rewarding to contribute to a brand and have the respect of one's boss to where you are as successful as your boss.