

## Professor impacts Black entrepreneurs outside of the classroom

Written by

Thursday, 31 October 2013 12:07

---



Atlanta, GA (BlackNews.com) – Devin Robinson, widely known for his activism in the beauty supply business continues to use his experience for a broader audience of blacks. In 2007, he founded Beauty Supply Institute to train aspiring store owners how to run a successful store after writing the book, *Taking it Back: How to Become a Successful Black Beauty Supply Store Owner*. The book sold over 25,000 copies in its first year with no major publishing deal. He did it with the help of the Michael Baisden show, where he acted as a quarterly subject matter commentator.

When we asked him of his motivation to do what he does, he said, "Every time I handed the keys of a new store over to an owner, they had questions about business that I found to be basic. They were questions that I expected our community to have the answers to but I soon realized that these answers weren't that easy. It came easy with experience. As I assessed our community, I observed that much of these questions were hard to answer simply because our community does not have an entrepreneurial culture. This was the light bulb moment for me! This became my mission."

His activism track record is solid. In 2008, he protested against an urban McDonald's to remove toy guns from their happy meals for boys after President Barack Obama's election, citing the action of McDonald's as reckless and promoting male violence.

He was on the frontlines in 2009 as the president of Rev Al Sharpton's National Action Network Atlanta fighting for justice for Jaheem Herrera, an 11 year-old Dekalb County, Georgia student who committed suicide after being bullied at school. His mother, Masika Bermudez complained of the bullying 9 times and each time the school refused to intervene. The school superintendent was eventually fired.

He launched a one-week boycott against non-black-owned beauty supply stores in November 2009, which led to him opening over 50 stores for others and training over 2,000 aspiring entrepreneurs under his organization, Beauty Supply Institute. He labels the actions of the industry, an economic hate crime. In 2004, Robinson opened his first of 3 stores after being threatened by a Korean owner with a golf club while he was shopping for his salon.

He has been an adjunct business & economics professor since 2008 and has been continuously making entrepreneurship the focus of his activism. He said, "Not everyone can be

## Professor impacts Black entrepreneurs outside of the classroom

Written by

Thursday, 31 October 2013 12:07

---

an entrepreneur or employer, but everyone can be an owner. Diversifying your income through ownership is something not only every individual should endeavor to do but it is also something every employer should support."

Robinson wrote his 8th book in 2012, *Power M.O.V.E.: How to Transition from Employee to Employer* as an instructional tool and launched [www.PowerMoveProfessionals.com](http://www.PowerMoveProfessionals.com) to make entrepreneurial resources and training available to individuals in urban communities around the country. In 2012, he officially became responsible for bringing \$10 Million to the urban community through business ownership.

He is the organizer of the Beauty Supply Entrepreneurship Conference ([BeautySupplyConference.com](http://BeautySupplyConference.com)) and speaks at conferences regularly. He is a trainer for the National Urban League and Program Director of Beauty Supply Academy ([BeautySupplyInstitute.com](http://BeautySupplyInstitute.com)).

To reach Professor Devin Robinson, visit [www.DevinRobinson.com](http://www.DevinRobinson.com) or call 404-551-4398.