

The Raymond V. Haysbert, Sr. Entrepreneurship Lecture Series



Marcus Johnson

Jazz Keyboardist, Entrepreneur,
Entertainment Business & Legal
Consultant

Background:

Education

- BA Howard University
- JD Georgetown University Law Center
- MBA Georgetown University
McDonough School of Business

Work Experience

- Founder & CEO, MarcusJohnson360 /
NuParadigm, Inc.
- Founder, FLO Lifestyle Brand
Ecosystem
- Billboard-Charting Jazz Keyboardist &
Recording Artist - 23+ albums
- Entertainment Business & Legal
Consultant
- Professor, Howard University

Deeper Than a Hustle: Building a Business Around Your Purpose

Everybody's talking about the hustle.
But what happens when the hustle
isn't enough?

In this powerful and personal talk,
Billboard-charting jazz keyboardist,
entrepreneur, and lifestyle brand
creator Marcus Johnson challenges
students to go beyond grinding and
start building — intentionally.

At the core of this talk is a framework
built around the acronym DEEPER:
Dream, Engage, Environment, Plan,
Execute, and Reflect.

Drawing from his journey across
music, law, lifestyle branding, and
entrepreneurship, Marcus shares the
real blueprint for creating a life and a
business rooted in purpose,
ownership, and legacy. Students will
leave with practical tools, a new
mindset, and a framework they can
apply immediately — on their own
terms.



ALEX. BROWN CENTER
FOR ENTREPRENEURSHIP
& INNOVATION

entrepreneurship.umbc.edu

October 15, 2026
4-5 pm
University Center 310