

## **Joe Dudley Jr Short Bio 2020**

Joe Dudley Jr., author, speaker, and a 2<sup>nd</sup> generation entrepreneur, is the President of Dudley Direct, LLC, a small business coaching and consulting firm.

For 30 years, Joe worked in his family business, Dudley Products, Inc., one of the nation's leading manufacturers and distributors of ethnic hair care and personal care products. He worked in numerous positions in the company including VP of Marketing and VP of Finance.

At age 7, Joe began his entrepreneurial journey by helping his parents make hair care products in the family's kitchen. As an adult, Joe was instrumental in growing the company from \$5 million to \$35 million, and from 150 employees to over 500 employees worldwide. Joe is also an expert at helping business owners finance their million dollar projects.

Currently, Joe is the co-founder of the Dudley Eagles Mastermind Group that helps current and potential entrepreneurs go from breakeven to breakthrough and inspire them to build the business of their dreams.

Joe received his BA in Economics from Northwestern University. While an undergrad at NU, he was accepted into the graduate school of business and received his MBA from NU's Kellogg Graduate School of Management, completing three majors in marketing, finance, and strategic planning.