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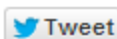
Generating Buzz On The Street

Guerrilla marketing street teams serve as the eyes and ears of urban consumers

by [Michelle K. Massie](#) Posted: June 1, 2005



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As an intern at Bad Boy Entertainment, Shawn Prez did not view the other interns as his competition. Instead, he looked to the company's executives as the people he had to keep pace with. Prez's desire to run with the head honchos led him on a journey of success that, in just four years, took him from intern to Sean "P. Diddy" Combs' road manager to senior director of promotions for Bad Boy and eventually to CEO of his own company, Power Moves Inc.

Prez, 33, of the Bronx, New York, was at the top of his game when he decided to give up his corporate job to start his own business. He launched the New York-based Power Moves Inc., a full-service marketing, promotion, and event planning agency in 2001, using about \$20,000 from his personal savings.

The road to entrepreneurship was fraught with challenges. Early on, Power Moves lost one of its largest clients, and Prez was left pondering his decision to fly solo. With the bulk of his income gone, Prez did not give up. Instead he re-evaluated his plan and continued to move forward. "I had to stay true to my vision and keep growing. Adversity makes you stronger. Your real introduction into business is not always going to be sweet," Prez says.

His 10-employee firm posted \$600,000 in revenues in 2003 and \$1.3 million in revenues last year. Prez projects \$3 million this year. In addition to its full-time employees, Power Moves operates 32 street marketing teams across the country and abroad.

The street teams, typically consisting of young people who serve as the eyes and ears of their respective communities, are at the center of the company's specialty: guerrilla marketing.

Power Moves adopts a grass roots approach to marketing and promotions. Its street teams interact with