



THE ARTIST'S STORY

One fateful day, Sekou Andrews discovered a 7-page poem that his father wrote about him as he was being born. Suddenly it all made sense. Sekou had built a 7-figure company on poetry and had become one of the most successful spoken word poets in the world. He was literally the poetry his father had set in motion. Poetry, however, was not his first muse.

Upon moving from California to Washington DC, Sekou discovered acting and hip-hop, and pursued both artforms throughout high school, at Duke Ellington School of the Arts and Georgetown Day School, and at Pitzer College, where he received his B.A. in Sociology. After working at a few law firms, with plans to pursue entertainment law, Sekou pivoted to becoming an elementary school teacher. As much as he loved the classroom, Sekou's heart was ultimately in his art. So he bravely quit his job and joined the ranks of that societal anomaly known as the "full-time poet." He was not, however, resigned to the café and college touring life of a traditional performance poet. He knew that poetry could do more.

A fearless entrepreneur and innovator, Sekou began an extraordinary climb to success. His work was featured on major media outlets, including ABC World News, CBS, Fox, MSNBC, HBO, Good Morning America, Showtime, MTV and BET. He shared event stages with such heavyweights as Drake, Stevie Wonder, Jay-Z, Carlos Santana, Kendrick Lamar, and Maroon 5. He won the National Poetry Slam championship twice, featured in two national poetry tours, and released three critically-acclaimed albums. In 2020, his genre-bending album of poetry with The String Theory, a neo-classical orchestra from Europe, earned him the honor of becoming the first spoken word poet in over 30 years to be nominated for the "Best Spoken Word Album" Grammy.

With creative partner Steve Connell, Sekou inspired sold out crowds at countless high-profile events, from the Pasadena Pops Orchestra to the Inaugural Peace Ball. They performed at private events for Barack Obama, Oprah Winfrey, Maya Angelou, and Quincy Jones. Yet, not even their critically acclaimed 2-man play, "The Word Begins," could satiate Sekou's plans for this artform. He knew poetry could do more.

Increasingly driven by an unrelenting purpose - to help people find their voice, and to help create a commercially viable industry for spoken word poetry - Sekou pioneered a new category of public speaking called Poetic Voice. His unique fusion of inspirational speaking and spoken word poetry has amassed a platinum client list of global brands, including Google, Viacom, Toyota, Nike, LinkedIn, and Paypal.

Yet, for Sekou, all of this is merely scratching the surface. He has a 7-page poem to live up to, and a legacy to leave. He will not rest until spoken word poets can make a purposeful and profitable living off their art; until he has helped millions of people find their most inspiring voice; and until the world recognizes trails he is blazing as irrefutable proof that poetry can do more.

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