

GOOD GREIF, SNOOPY!

Who better than **Snoop Dogg** to discuss branding, marketing and entrepreneurship? The West Coast gangsta-rap icon has been on an ad bender for years, starring in commercials for **Tostitos**, **Corona**, **T-Mobile** and **General Insurance**, among many, many others. He was a 2024 **Paris Olympics** correspondent and has morphed into a brand all his own.



On Tuesday (11/19), the D-O-Double-G was awarded the **Lloyd Greif Center for Entrepreneurial Studies'** Entrepreneur of the Year Award by **Lloyd Greif**, founder of the Greif Center and CEO of Los Angeles investment bank Greif & Co. in front of hundreds of **USC Marshall** students, who were also treated to a panel featuring **Get Engaged**

co-founders **Cam Fordham** and **Ben Hiott** and Chief Strategy Officer **Jason Zerden** as well as the man, the myth, the legend, Snoop.

Rocking a custom USC-inspired tracksuit, Snoop Dogg—who's gearing up to drop the **Dr. Dre**-produced *Missionary (Death Row/Aftermath/Interscope)* on 12/13—imparted a wealth of advice to aspiring entrepreneurs, including this gem: "I am probably the dumbest person on my team. I love having people that can bring the best out of me. If I'm around people who are good at what they do, it makes me great. I surround myself with the teammates that play to win. I like to put people in the position to shine—it makes *me* shine."

Pictured above moments away from sparking a blunt are (l-r) Greif and Snoop.

