



GETTING TO THE BAG: The Pathways to Business, Entrepreneurship and Career Development in Baltimore



About CLARENCE "KD" MCNAIR

Author - Entrepreneur - Brand Architect

McNair is a Baltimore, Maryland, native who began his career as a recording artist and producer in his early teenage years. He landed a music contract with his mother's help at Motown Records. This opportunity led his music group to work with Grammy-awarded music producers. They landed a feature in Jamie Foxx's soundtrack for the action-comedy film *Bait* and made T.V. appearances on Soul Train, MTV2, and BET's 106th & Park with hosts A.J. and Free. The group gained recognition in *Vibe*, *Billboard*, *Sister 2 Sister* magazine, and media mogul radio show *Wendy Williams*. The group also performed in Tokyo, Japan, for the U.S. troops.

After McNair's music career, his ability to stay current with entertainment industry trends led him to the reality television space. He coordinated and co-produced the first fashion runway presentation for Coco's "Licious Apparel" during season three of "Ice Loves Coco" on E! at N.Y. Fashion Week in 2012. Shortly after, he worked closely with some of VH1's top reality stars to create content and enhance their careers. His expertise helped him broker successful brand deals and secure bookings for the BET Awards. McNair's passion for music navigated his path to work with music executives like Brooklyn Johnny, known for kickstarting the career of Grammy award-winning artist Cardi B. McNair is currently the brand strategist to Pinky Cole, CEO of Slutty Vegan.

In November 2019, McNair released his first book "Give It One More Try," to shed light on the importance of mental fitness. He shares the depths of his early traumatic experiences and how he found ways to push for the life he has now. During his "Give It One More Try" campaign, he received honorary awards, and his book was rated number one on Amazon for men's health. He appeared on TV One's show *Sister's Circle*, FOX, and radio outlets. His second book "Blessings in Uncertain Times" featured a foreword by Cora Jakes, daughter of world-renowned Bishop T.D. Jakes and Serita Jakes. The book offered a new perspective in times of uncertainty.

McNair is grateful for his knowledge and experience in becoming a strategist and problem solver. His life skills and career coaching have inspired many lives. He has been honored with certificates of appreciation for his community outreach. Today, he advocates for programs that help the youth "get ready for obstacles in the world." These programs are especially significant to him because the organization focuses on mental health and positively impacts minorities.