

On December 2, 1981 in New York City, Florence Perry gave birth to a baby boy in Harlem Hospital and named him Allen. The oldest of 2 siblings, at the early age of 9 Allen realized his love for art and his passion to create. His first love became music; And writing, recording and performing was his passion throughout high school and college.

Allen graduated from All Hallows High School in the Bronx, New York then went on to study at the University of Scranton in Pennsylvania to graduate with a Bachelors in Marketing. 2003 fresh out of college at the age of 21, Allen secured his first job in corporate America. It wasn't long before Allen realized he could better use his education and skills to serve himself and others. So alongside maintaining a corporate career as a paralegal and real estate agent, Allen pursued the life an entrepreneur.

Allen started an independent record company and began writing, recording, and performing throughout New York City's tri-state area. However, his passion to create went beyond the industry of music entertainment. Embodying the true spirit of an entrepreneur, Allen created several products, services and startup companies.

In 2004 Allen invented the "Cap Case"; an encasement for hats to store multiply sport hats and protect them from damage when traveling. The "Cap Case" was pitched to Reebok, Modells, Wilson, and New Era. It was New Era who infringed and 1 year later produced *their* version of the Cap Case.

In 2005 Allen signed a recording contract to write and record with Boom Entertainment, an independent record label owned by Lenny Kravitz. In 2007 Allen earned a full-page featured in Vibe Magazine for his music artistry. Through his roller-coaster experience as an independent music artist and entrepreneur, Allen learned the hard way the importance of educating oneself on the fundamentals of business and ownership.

In 2008 Allen decided to end his career as a music artist, moved to Miami Florida and pursued education. He merged his passions for music and business to begin writing a manuscript titled, "Independent Artistry", a self-help book and curriculum for aspiring artists and entrepreneurs. Allen acquired a Masters in Entertainment Business in 2011, and a 2nd Masters in Internet Marketing in 2013 from Full Sail University. That same year Allen published, "Independent Artistry".

In 2015 Allen discovered a niche in the tech/cleaning industry and founded 411-MAID - a nationwide text on-demand service for maids, housekeepers and home cleaners. Today, Allen is positioned as the President of 411-MAID LLC, and serves as a Business/Brand Consultant to aspiring entrepreneurs.