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Brent Hooks

SoundCheck Member

Brent Hooks, 25, learned early that the spirit of entrepreneurship in his family was about giving, not getting. Relatives like his mother and grandmother introduced him to the world of business, and he selected accounting and finance to study at the University of Memphis, not only because he was skilled in numbers, but because he knew he could help others with it.

Hooks is an accountant and associate project manager at Allworld Project Management, a professional services firm currently helping create a digital map of the city's sewer system. He also is on the advisory board of two nonprofits, one named for his late uncle, civil rights leader Benjamin Hooks. The young Hooks is also spearheading, Why Vote Memphis, an initiative to motivate millennials to be politically active. Memphis was an obvious place to make a life. While the family legacy was important to him, the progressive change he saw in Memphis – evidenced by projects like the Main to Main multimodal connector – fueled his choice. He knew he could leave a mark here, too. "I can leave my imprint on Memphis," he said, "like the great Memphians who pioneered before me."