

Chief Operations Officer



Waleed Shamsid-Deen is President & CEO of Shamsid-Deen & Associates (SDA) a business management and consulting firm specializing in Government, Non-Profit and Business Management Services and President & CEO of Supreme Foods Worldwide, a family owned franchise company with 11 locations in Metro-Atlanta, Georgia. Waleed has over two decades of business experience. His drive, political savvy and keen insight for intelligent investments, has allowed him to establish numerous successful businesses and community-oriented ventures nationwide.

In the past decade, Waleed has raised millions for startup ventures and non-profit organizations nationwide. Additionally, he has served as a consultant for Athletes, Entertainers, Entrepreneurs and Producers; managing and protecting their personal business and philanthropic interest. As managing partner of ARE, Inc., an angel investment firm founded by NBA Veteran Shareef Abdur-Rahim, Waleed has helped lead its emergence in the real estate, restaurant and entertainment industries. He was co- executive producer for the hit reality show Being Bobby Brown and Producer of a theatrical production entitled Drumline Live™, which brings to life the story and experience of the Historical Black College and University marching band. His dive into the entertainment industry has led him to form relationships with media moguls Spike Lee, Robert Townsend, Polow da Don and Dallas Austin, among others. Occasionally, he conducts workshops and presentations on various business topics. As Director of Operations for the Allen Entrepreneurial Institute, Waleed was instrumental in supporting the Vision, to increase the number and size of minority and women owned businesses throughout the US and Globally.

Waleed is also founder of Youth V.I.B.E., a non-profit business mentorship program for high school students. Celebrating 20 years, the mentorship program has expanded to include cultural exchange programs to several inner cities low income youth.

Waleed has recently authored a book, Excellence at a Minimum: The Plight of an Entrepreneur. Waleed has received the prestigious Businessman of the Year Award, the Service above Self Award, the Rising Star Award, the Champion Award and the Young Adult of the Year Award. He holds a Bachelor of Science degree in Business Economics from Florida A & M University and a master's in business administration with a concentration in Corporate Finance from Walden University. A native of Brooklyn, NY, Waleed is married to Quiana and has three children; Naim, Layla, Siraj and the late Nya.