

Media Kit

2024

AARON SMITH

**MAN OF FAITH / ENTREPRENEUR /
RE-ENTRY EXPERT / FILM PRODUCER**

MEDIA CONTACT

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ABOUT AARON

Aaron Smith is a man of faith, entrepreneur, re-entry expert and film producer dedicated to reshaping narratives surrounding marginalized and justice-impacted communities. Prior to incarceration, Aaron obtained a Bachelors Degree in Business Management from Columbia College in Chicago. His misaligned desire for success led him to a federal sentence of 9 years and 5 months on drug trafficking charges. He was released in 2019.

He is a dynamic speaker, that shares his compelling journey from incarceration to entrepreneurship, illustrating how he turned his past into a powerful catalyst for purpose.

During his time of incarceration, Aaron underwent a profound transformation. Through faith, education, and leadership roles, he redefined his identity and recognized his inherent entrepreneurial spirit. Armed with a renewed purpose, he emerged determined to bridge the economic disparities facing those affected by the justice system.

Aaron is the founder of several impactful ventures, including **Escape the Odds Media & Education**, which empowers individuals by providing educational programming to correctional facilities and community organizations. He also established **SwitchHustlesUniversity.com**, an innovative online education platform aimed at providing skillsets and confidence to enter the workforce or start a business. Additionally, his trucking company provides employment opportunities for justice-impacted individuals, demonstrating his commitment to creating pathways for leveling - up.

Aaron's greatest mission is to change the dominant narrative of the justice involved and the undeserved, as seen in his forthcoming documentary "**Escaping The Odds Of Recidivism**". He believes that by switching your mindset, you can **switch hustles**; which has the power to elevate the lives of individuals and the community at large.



MEDIA REACH

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