

Tristan Walker: Turning Challenges into Opportunities

Tristan Walker's journey illustrates the power of goals and persistence. Growing up in Queens, New York, Tristan faced challenging circumstances. His father was killed when Tristan was three years old. Watching his mother work several jobs to support him and his older brother, Tristan had one goal—to escape poverty. He tried different ways to achieve this goal, including working on Wall Street in institutions like J.P. Morgan. Although he didn't enjoy Wall Street, he observed and learned about its culture.



When he lost his job during a financial downturn, Tristan didn't stop. Instead, he began a Master's degree at Stanford Business School. As a student, he worked with two startups that would become prominent companies: Twitter and Foursquare. Again, he observed and learned.

Tristan used his experiences to found Walker & Company Brands. One of the brands, Bevel, provides grooming products for African-American men. Many investors initially turned him down, not understanding his target market. But eventually, his hard work won over investors like Magic Johnson and John Legend.

Tristan's core values of courage and loyalty guided him through tough times, including the near collapse of his company in 2018. His perseverance paid off when Procter & Gamble acquired Walker & Company. Walker also co-founded the nonprofit CODE2040, which supports Black and Latinx students in the tech industry, demonstrating his commitment to the next generation of leaders.