

**Black Rob aka Robert Ross aka Bacardi Rob** is a MC, rapper, Artist, Actor, Producer, songwriter.

He was born in Yonkers, New York and raised in (Spanish Harlem) East Harlem, New York....around 118th street.

Growing up he was inspired by other Harlem artist like Doug E Fresh, Slick Rick, Grandmaster Caz and Spoonie Gee.

At 22, he joined his first rap group "Schizophrenics" who did local parties in Harlem. At one time, he was considered the Ghetto Prince of Harlem. He often drove down 125th street to meet and greet with fans.

Although streetwise and educated, he also earned an associates degree while being detained.

In 1996, he appeared on a few Bad Boy remix with 112 "Come see me", Total "What about us" in 1997, "24hrs to live",

Faith Evans "Love like this" in 1998 and album with Puff Diddy and Notorious BIG in 1999.

During this time, Black Rob was a ghost writer for Puff daddy and Bad Boy records, before getting his own opportunity to cut an album.

Black Rob led the street rap team "Alumni" and his debut album "Life Story" was released in 1999.

The album surpassed platinum status and made Black Rob a household name.

In 2000, he released his hit single "Whoa" which became his biggest it. The single was produced by Diggin in the Crates member Buckwild.

The song reached top of the Billboard Charts and reached top ten on both R&B and Rap Charts.

The hook to the song setoff a cultural trend and had people all over the world repeating the word "Whoa"

He had a rough street style of rap, hardcore and real. Black Rob refused to water down his rap style with bubble gum rhymes.

He wrote rhymes in his sleep, when he woke up he was writing rhymes. At a period when Bad Boy records had dropped off,

Black Rob helped put the label back on the map with dope lyrics and aggressive beats.

His second album was "The Black Rob Report" and in 2011, he released "Game Tested, Street approved", which peaked at number 44

on the billboard charts for R&B/Hip Hop album. Black Rob also started his own label "Box and One" with Jemal Mosley.

In 2013, he joined the reality series "Come back Kings" with Ed Lover, Mr. Cheeks and Horace Brown.

He appeared on Diamond D' album "The Diamanté's Piece" in 2014 on the song "Take em off the map".

In 2015, He released his fourth album "Genuine Article" on Slim Style records. The album was produced by Black Rob and Jemal Mosley.

Black Rob began battling health issues and changed his diet to be more health conscious.

After suffering a couple of strokes and kidney failure, Black Rob passed away in 2021. He is survived by four children who will carry his legacy forward.

**Written by Tony Tee aka Tony Paris**