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jeneriksoulz



neo de jenero

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Artist Biography

## NEO DE JENERO BIOGRAPHY

1985 March 20th, in the heart of Johannesburg was the birth of a soul known as Neo De Jenero. With the motto "Get up off your backside if you plan to be someone," Neo is the epitome of a hustler in its purest form.

His musical journey began back in 2000, when he started dj'ing on recorded tapes and CD's at high school functions. This laid the foundation to developing his mixing skills as he later graduated to vinyls. Neo has had a passionate interest in music and entertainment from a young age: in high school he acquired the position of chairperson of entertainment committee which saw him overlooking the entertainment activities in every school event.

His commitment to music would spill over to his **university** days in Kwazulu Natal, with him holding residency at Bassline. He later, after moving to the bright lights of Jo'burg city, started playing across the country at clubs such as Opium (Cape Town) Capital (Jo'burg), The Blunt (Limpopo) alongside some of the best DJ's in South Africa including DJ's Fresh, Tira, Vinny Da Vinci, Glen Lewis, Oskido and many others. Neo recently made an appearance on Channel O spinning his soulful sounds to people across Africa.

His industrious and hard working nature has seen him collaborating with various entrepreneurs and organizations in hosting parties and functions across South Africa.

Neo De Jenero began music production late 2003 when his curiosity and fascination got the better of him and he asked for a 15 minute crash course on music production from his cousin (**TBeatz**) who was solely focused on hip hop production; this would bring rise to the formation of **Jenerik Soulz**.

Profoundly influenced by Rock n Roll music at a young age through listening to his father's records of the likes of Jimi Hendrix, Bon Jovi, Scorpio and other rock legends, Neo De Jenero was bound to be a disciple of music. His musical ear extends beyond deep house music and his musical production skills have a distinct and clear influence of broken beats, jazz, hip hop and soul. After surviving a near death car crash in late 2007 that left paramedics baffled at how he walked out alive, Neo De Jenero believes that he's still on earth for a reason: to feed the soul of the young and old with his music and make a difference in the world.

Neo De Jenero who is a strong believer in academia, has been a consistent achiever from high school scooping Merit certificates for accounting, Economics and Science in 1999, and earning the prized award of merit certificates for best Student in accounting from 2000 till 2002. His achievements carried through into University completing his Honors in B.Com Accounting. He has also successfully completed his part 2 of SAICA's Board exams securing him the much coveted title as a qualified Chartered Accountant at the tender age of 25 and received a personal phone call from the minister of finance **Pravin Gordhan** inviting him for lunch and congratulating him on this momentous achievement. Neo De Jenero was in late 2009 appointed a board member of **dance4life** South Africa and is currently working for the **National Treasury** in Pretoria as an accountant. His passion for and belief in the power of education extends to him devoting his free time to tutoring matriculants and lecturing 4th year Bcom. Accounting students. He strongly believes in giving back and is an active member of the fundraising committee of his former high school, St Marks College.

Apart from being a dj, producer and academic, Neo De Jenero is a keen entrepreneur who has ventures ranging from Business Consulting, Risk Management, Financial Accounting and IT.