

B I O G R A P H Y

# DEMOND CRUMP

## **FOUNDED THE GROUNDBREAKING BRAND, REIGN PREMIUM SANITARY NAPKINS & PANTY LINERS**

Demond Crump is a US Navy Veteran who has possessed an entrepreneurial spirit since a young age! He finally stepped into entrepreneurship in June 1994, after being honorably discharged from the US Navy. The understanding of business began to grace him progressively which led him into the arena of sales in 2006. This is where he found his passion and skill! Since then, he has held the title of Consultant, Trainer, Investor, and Co-Founder in Direct Sales and Consumer Relations. Mr. Crump and his family founded the groundbreaking brand, REIGN Premium Sanitary Napkins & Panty Liners which to date has generated over \$25 million in revenue from a \$6 product! In 2023 and 2024 Mr. Crump was elected to the Titan 100 of Georgia. The Titan 100 is a national program that recognizes a region's top 100 CEOs and C-level executives. Representing both the private and public sectors, these Titans of Industry demonstrate exceptional leadership, vision, passion, and influence in their field. In 2025 Demond was elected to the Titan 100 Hall of Fame. Mr. Crump and his family have been featured in Essence, Black Enterprise, NY & LA Weekly, interviewed on Fox 5 and NBC News.

