

## The Profile: The rap mogul who cries & the man who silenced Trump

Good morning, guys!

I'm currently on a plane to China for the Fortune Global Forum in Guangzhou. Jack Ma will be there. Justin Trudeau will be there. Most importantly, *I* will be there. So if China + business are your thing, follow me on Twitter. #ShamelessPlug

I've been on this plane for 11 hours now, and I've watched all the movies and drank all the wine. Perfect time to write, am I right? (ie: forgive the typos).

Quite a few of you subscribed this week, so welcome to the party! Here's how it works: I find the best profiles on the Internet, write a little blurb, make some bad jokes, and send them to you every Sunday. You're in luck this week because I guarantee every single one of these is fire. (Confession: I've re-read the Jay Z profile more times than I'd like to admit.)

Please drop me a line and introduce yourselves.

- [The rap mogul who cries](#)
- [The serial killer detective](#)
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### PEOPLE TO KNOW.

**[The rap mogul who cries](#):** This is one of the most raw Q&As I've read in some time. Jay Z had created an almost super-human persona — a brilliant artist, a loyal husband, and a role model to millions of kids. Until we heard his confessional album detailing how he almost lost it all. Jay Z bares his soul, opening up about everything from his marital troubles to his time in therapy. Bottom line: money can solve a lot of problems, but internal turmoil is not one of them.

*"The strongest thing a man can do is cry. To expose your feelings, to be vulnerable in front of the world. That's real strength."*

**[The serial killer detective](#):** Well, here's a career path I hadn't thought of post-journalism: become a homicide archivist. Ex-reporter Thomas Hargrove has compiled the largest database of murders in the country. He wrote an algorithm that looks for statistical anomalies to help connect cases and track down serial killers. And thanks to Hargrove, we now know that each year, 5,000 people kill someone and don't get caught. Hide ya kids, hide ya wife.

*“It’s seductive how powerful these records are, though. Just through looking you can spot serial killers. In various places over various years, you can see that something god-awful has happened.”*

**The man who silenced Trump:** For 11 minutes, President Donald Trump’s very active Twitter account went quiet. Bahtiyar Duysak was the Twitter employee responsible for those 11 minutes. Duysak, who was in the U.S. on a work and study visa, set the wheels in motion to deactivate the account, shut his computer, and left. But you might be surprised to find out the reason. It looks like Duysak was just as surprised to see Trump’s Twitter go dark as we were.

*“I didn’t do any crime or anything evil, but I feel like Pablo Escobar, and slowly it’s getting annoying. But I love Twitter, and I love America.”*

## **COMPANIES TO KNOW.**

**The sex toy empire:** For most of his childhood, Chad Baverman had no idea what his dad did for work. “For a long time I just thought he was in the Mafia,” he says. When Chad entered his teens, he was shocked to find out his family was in the business of “pleasure.” Doc Johnson Enterprises is the largest producer of sex toys in the \$15 billion adult novelty industry. Now, Chad and his sister are at the ones at the helm of the family firm — just think of the dinner conversations at the Bavermans’ house.

*“Sure people used to joke about it. Does your dad really make rubber penises? But then by the time I was in college, it suddenly flipped, and it made me the coolest person around.”*

**The company allergic to capitalism:** Etsy was one of those magical places where employees did yoga, cried at the office, and spent lots of time in “the breathing room.” But the company was bleeding money. Activist investors came in, fired the CEO & laid off 80 employees. Now, Etsy is barely recognizable — it dismantled the “Values-Aligned” team, gave up its B-Corp status, and started making money. Can a company be both mission-driven & profits-focused or are those two mutually exclusive ideals?

*“It looks like they are cutting anything that’s not essential to business. This is a cautionary tale of capitalism.”*