



Derrik Allen Sr.

Derrik is currently the VP of Sales/Chief Operating Officer for HBJ Enterprises, LLC. Mr. Allen is a 20-year Corporate Executive and an active community volunteer who is passionate about youth mentoring and leadership development.

After 5 years of leadership service in the US Army as a Field Artillery Officer, Derrik joined GE Energy in 1996 as a member of the Junior Officer Leadership Program. Mr. Allen graduated successfully from that program and went on to hold various sales & marketing leadership roles within GE. He was promoted to the Executive Leadership band within GE in 2002 and served in that capacity until his recent departure from GE into his current role.

Derrik is a graduate of the U.S. Military Academy at West Point, where he was also a 3-year letterman on the basketball team and served as team captain during his senior season. He also holds an MBA from Wake Forest University Babcock Graduate School Management. He is very active in his community serving on the board and as a coach for several youth sports organizations. Mr. Allen has been a member of the I Dare U Academy Board since 2015.

Derrik resides in Atlanta, Georgia with his wife and 3 children. Derrik's oldest son is an iDareU alumnus and is currently a Redshirt Freshman Safety at Georgia Tech.

His son Marcus is a member of iDareU and is a Sophomore DB at Walton High School.