

"GROUCHY" GREG WATKINS

FOUNDER, ALLHIPHOP.COM, KR38R.
COLLEGEHIPHOP.COM

As the Founder of the urban website and music destination AllHipHop.com, Dr. Grouchy Greg Watkins is fulfilling his childhood goal of being an entertainment business pioneer and entrepreneur.



With his partner, Chuck "Jigsaw" Creekmur, Grouchy Greg has built AllHipHop.com into the Internet voice of Hip-Hop culture.

Born in Albany, N.Y., and raised in Newark, Delaware, Grouchy Greg was intrigued by Hip-Hop from age 6.

He briefly flirted with a recording career as a member of his rap group, The Outfit, and launched his label, Oblique Recordings, in 1993.

While pursuing a career as a music label owner, Grouchy Greg attended the Art Institute of Philadelphia, studying audio engineering and marketing and graduating with an associate's degree in music business and advertising.

AllHipHop.com officially launched in 1998, and the website has since won numerous awards, including the Rising Star Award from Black Enterprise and a coveted BET Award for Best Hip-Hop Website. The website has been nominated 12 times for a BET Award.

Grouchy Greg is involved in every aspect of AllHipHop.com's operations, including the editorial, technical, and advertising stacks.

Over the years, some of the world's best-known journalists cut their teeth at AllHipHop, including Ari Melber (*MSNBC*), Clover Hope (*Billboard*, *Pitchfork*), Kathy Landoli, Alvin "Aqua" Blanco (*Hip-Hop Wired*), Jake Paine (*HipHopDX*, *QuestLove Supreme*), Jayson Rodriguez (*Rolling Stone*, *Variety*, *XXL*) and others.

As a journalist, Grouchy Greg was at the forefront of bringing Hip-Hop culture to the internet in 1997 and has been breaking Hip-Hop news stories for over 25 years.

He is credited with breaking hard-hitting stories on Tupac Shakur and Biggie Smalls and revealing the conspiracy behind the murder of Jam Master Jay, which resulted in a conviction of the suspects, 23 years after the story was published. His reporting was also cited by the judge overseeing the case during the trial.

Grouchy Greg has broken tens of thousands of new stories over his 25 years of reporting and continues to break stories to this very day. He also oversaw a long-running Hip-Hop column on local artists, businesses and events for The News Journal from 2007 to 2016.

Grouchy Greg has been featured on numerous radio shows and has been cited in print and TV shows ranging from Billboard to The New York Times, as well as CNN, MTV, BET, FOX, Fuse, E!, TVOne and others.

He is also the co-founder of CollegeHipHop.com, an ad tech company and BIPOC Filter SSP that helps minority enterprises monetize their advertising inventory.

Through a partnership with Delaware State University, an HBCU, Watkins has mentored thousands of students in the Mass Communications and the Music Business departments.

Over the years, Grouchy Greg has overseen partnerships with i-One, Vibe, Complex, The Arena Group, Google, EZOIC, and numerous other companies.

He serves as a consultant to various tech companies and mentors emerging minority business owners through a partnership with the Black Owned Media Equity and Sustainability Institute (BOMESI).

In 2023, Grouchy Greg partnered with the Delaware Art Museum, the state's largest art museum, to launch the Hip-Hop Cultural Summit, which attracts thousands of visitors each October. The same year, he was named one of Delaware's Top 10 leaders.

Delaware Governor Matt Meyer's recent appointment of Grouchy Greg to the board of the Delaware Arts Council is a testament to his influence in the arts community and to the role that allows him to shape the industry's future.

In 2024, he was awarded the Presidential Lifetime Achievement Award by President Joe Biden and earned an honorary doctorate degree from Leaders Esteemed University.

Additionally, Governor John Carney officially crowned the last Saturday in October as AllHipHop Day thanks to Grouchy Greg's commitment to the local community.

In 2025, the Black Owned Media Equity & Sustainability Institute (BOMESI) honored Grouchy Greg with the Trailblazer Award during the annual Black Owned Media Weekend in Detroit, Michigan.