



RJ Messenger: Owner, Iron Empire Clothing & Co-Owner of Underdog BBQ

RJ Messenger is a 32-year-old Erie Native, and is the owner of Iron Empire Clothing and Co-Owner of Underdog BBQ (Sauces, Rubs, & Apparel).

RJ has made quite a name for himself and his business over the last 5 years, not only locally and nationally, but worldwide due to the hit show “Undercover Billionaire” that aired on The Discovery Channel last year, which himself and his business were featured on.

Previously, he had worked full time for the City of Erie Public Works Department for 6+ years until he realized that he was ready to make a change not only in his own life, but in the lives of others with the aid of his business.

Over the last 5 years, he has spoken on multiple occasions about his life, entrepreneurship, and business mentorship, to a wide range of audiences, including grade schools, high schools, colleges, business/organization events/conferences, a prison, and even had the opportunity to share his story on a TEDx stage.

His business has been able to raise and donate thousands and thousands of dollars for local charities, nonprofits, organizations, businesses, and fundraisers for numerous causes over the years, and will continue doing so as his businesses continue to grow and succeed.

He lives by the saying, “I’m not in the business of making money, I’m in the business of changing lives.”, which he proves through his continued community outreach every opportunity he has.