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<http://www.cnbc.com/id/102058566>



**Title:** Actor, producer and writer

**Born:** September 13, 1969, New Orleans, Louisiana

**Education:** High school GED

**Early Marker:** Creation in 2000 of his stock character Madea, a "God-fearing, gun-toting, pot-smoking, loudmouthed grandmother" who triggered a series of plays and provided a springboard for Perry's film and TV career.

**Big Idea:** Expanding the Perry production and performance franchise beyond funny and inspirational stories of faith and perseverance among African-Americans that has made him one of the highest-paid people in the entertainment industry.

**Wave of the Future:** Inspirational entertainment, media fragmentation