

Michael Chaffin has served as Business Manager since 2004 for the three-time Grammy winning hip-hop artist, Nelly. He led the turnaround, sale and repurchase of Nelly's Apple Bottoms apparel line. In 2023, Nelly successfully launched his own moonshine brand MoShine in 32 states. Michael is managing partner of Nelly's venture group Derrty Ventures which has had interests in supplements, cannabis, gaming, restaurants and the NBA Charlotte Hornets.



In early 2015, Michael partnered with Mark Cuban to launch the *Three Commas* apparel line, a concept derived by Mark Cuban based on the fact that there are three commas in a billion dollars. The idea started as the brand label for inspirational quotes from Mark Cuban's website. It grew to become an aspirational business brand developed for the driven entrepreneur. Prior to Nelly's and Mark Cuban's ventures, Michael was a co-founder of a technology consulting firm from 1993 to 2003.

Michael was awarded an MBA in Marketing from the Cox School of Business at Southern Methodist University in 1998. He completed his undergraduate studies at the University of Texas at Arlington, where he earned a Bachelor of Business Administration in Marketing in 1988.

Michael currently resides in Dallas, Texas and is active in the start-up communities both in St. Louis and Dallas. Michael currently serves on the board of Tackle Tomorrow. Prior to that, he served from 2013 to 2016 on the Governing Board of Make-A-Wish Missouri and from 2011 to 2012 the Board of Directors for Covenant House, an international charity that focuses on homeless teenagers.