**JASON DERULO**

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Forward-thinking, genre-defying, and massively creative, Jason Derulo has staked his claim as one of the most dynamic forces on the global pop landscape. Since breaking through with his five-times-platinum single “Whatcha Say” and selling more than 200 million records worldwide, the award-winning singer/songwriter has turned out an unstoppable run of immediately iconic hits and collaborated with many of music’s greatest trailblazers, not to mention all-time legends like Stevie Wonder. His latest triumphs include emerging as one of TikTok’s most influential users, boasting the 11th overall biggest account on the video-sharing platform and the 4th most followed male. He continues to expand into unexpected territory by partnering with Z2 Comics to launch his own graphic novel. Having signed to Atlantic Records in early 2021, Derulo is now embarking on a bold new era in his ever-evolving artistry, proving his incredible power to stay ahead of the curve while perfecting the magic of making unforgettable pop songs.

Now at work on his highly anticipated fifth album—and first full-length since 2015’s chart-topping Everything Is 4—Derulo recently delivered a series of smash singles while operating as an independent artist. Those songs include “Lifestyle” feat. Adam Levine (a wildly catchy track), “Take You Dancing” (a pandemic-era love song that’s inspired over a half-million videos on TikTok), and the double-platinum “Savage Love (Laxed - Siren Beat)”—a collaboration with New Zealand-based producer Jawsh 685 that hit No. 1 on Top 40 radio, with its official BTS remix reaching the top slot on Billboard’s Hot 100. “To me ‘Savage Love’ is very symbolic,” says Derulo. “It’s a song I put out myself before any label got wind of it, and it exploded right away. That moment really showed me that with hard work and perseverance, you can manifest whatever it is you want in life.”

Energized by the creative empowerment he’s felt since joining the Atlantic roster, Derulo approached the making of his forthcoming album with a daringly eclectic vision. To that end, the album will encompass three distinct musical sections, offering up bright and breezy Caribbean pop, harder-hitting rhythmic pop, and a soul/R&B-leaning sound informed by his love for classic artists like Earth, Wind & Fire. “I’ve always loved breaking up my albums like that—it keeps the whole project fun and makes it so people never know what’s coming next,” says Derulo.

No matter what style or genre he’s working in, Derulo endlessly showcases the songwriting chops he’s honed almost his entire life. Born to Haitian parents in South Florida, he penned his first song at age eight (a track called “Crush on You,” written for one of his grade-school classmates). As he kept up with writing and developed his smooth vocal skills, Derulo mined enormous inspiration from his idol Michael Jackson. “I was four the first time I saw Michael on TV, and I never looked back,” he recalls. “He just had that flair for performance that couldn’t be mimicked—that special thing you only get from someone who’s spent their whole life working on their craft.”

By the time he’d reached his late teens, Derulo had begun writing songs for A-list artists, quickly landing placements with heavy-hitters like Pitbull and Lil Wayne. Released when he was just 19, “Whatcha Say” marked his auspicious debut, premiering in August 2009 and soon climbing to the top of the Billboard Hot 100 along with a host of pop charts all across the globe. With his platinum-selling self-titled debut arriving the following May, Derulo continued to dominate the Top 10 over the coming decade, racking up a total of 13 platinum records to date. One of his most formidable efforts yet, 2014’s platinum-certified Talk Dirty saw Derulo joining the likes of Beyoncé, Drake, and Rihanna in the legion of superstars who’ve scored five platinum hits on a single album. (Among those worldwide smash hits: the triple-platinum “Wiggle” feat. Snoop Dogg and the five-times-platinum “Talk Dirty” feat. 2 Chainz.) Another major artistic achievement, Everything Is 4 featured the four-times-platinum “Want to Want Me” (a No. 1 hit in six countries) and found Derulo collaborating with an illustrious lineup of guest musicians, including Stevie Wonder, Keith Urban, and Jennifer Lopez.

In the years since his latest full-length, Derulo has brought his boundless ingenuity to tracks like “Colors,” an irresistibly infectious song selected as the Coca-Cola anthem for the 2018 FIFA World Cup. Built on a kinetic Afropop beat and followed by a Spanglish version featuring Colombian singer Maluma, “Colors” reveals the tremendous passion for discovery that drives Derulo’s creativity. “I love music from all over the world, and I’m always looking to collaborate with people from completely different places who have completely different approaches to the way they make music,” says Derulo, who’s also teamed up with K-pop acts LAY and NCT 127 (“Let's Shut Up & Dance”), reggaeton artist Farruko (“Mamacita”), and Chinese singer Tia Ray (on the official 2019 FIBA Basketball theme, “Champion”). “It’s really important to me to keep on experimenting, so the music never stops changing and evolving.”

A truly multidimensional creator, Derulo has also established himself as an actor and businessman, investing in enterprises like Catch L.A. and Rumble Boxing and jo becoming part-owner of Bedlam Vodka (a grain-to-glass vodka brand distilled in North Carolina). With his most recent ventures including launching an innovation-minded podcast and developing a line of supplements and fitness products with the Najafi Group and BodyBuilding.com, he’s also partnered with Z2 Comics to create a graphic novel —a project based on a superhero called Uzo, the crime-fighting character he first introduced on TikTok. “Uzo is basically a plussed-up version of myself,” says Derulo, who’s also at work on creating an Uzo movie as well as a line of action figures. “He’s a modern-day superhero with an urban twist—he’s got bear-like strength, he can move things with his mind—but he’s also a jokester who doesn’t take life too seriously. I decided to call him Uzo because it’s an African name that’s powerful enough to stand on its own.”

With his TikTok regularly amassing over five million views per post, Derulo notes that the platform has drastically reshaped his relationship with his fans. “They’ve gotten to know me on a whole other level,” he says. “They know what my backyard looks like, they know so much more about the ins and outs of my life. It’s a way different kind of connection than I ever had before.” And as he moves forward with his music, Derulo aims to deepen that connection while fulfilling his own creative impulses. “For me the creation process is a very selfish process,” he says. “Nothing is more rewarding than creating something from nothing, watching something that you envisioned in your mind come to fruition. I’m just telling my stories and trying to portray them with some positivity, and hopefully it’ll bring something positive into everyone else’s lives too.”