

NEW YORK CITY - PUERTO RICO - BANGKOK

BIOGRAPHY

LATIN

URBAN LATIN

MIXED GENRE

Global Latin Music Icon

DJ Henry Knowles stands as a pioneering figure in the global Latin music scene, widely recognized for his exceptional talent, trailblazing career, and deep cultural impact. With over 35 years in the entertainment industry, he has become a respected icon among DJs, artists, and audiences alike.

Born in the vibrant musical landscape of New York City and raised with a strong Puerto Rican heritage, Henry's passion for Latin rhythms began at an early age. That cultural foundation became the driving force behind a remarkable career that would eventually take him to stages around the world. His encyclopedic music knowledge, combined with a legendary record collection and intuitive ability to read any crowd, have made him one of the most sought-after Latin music DJs on the planet.

Henry's rise began in some of NYC's most iconic venues—including the World Famous Copacabana, BB King's, SOB's, Lincoln Center, and Central Park SummerStage—where he quickly gained a reputation for his electrifying sets and signature style. His presence on Mega 97.9 FM and other major platforms further solidified his influence in the Latin music community.

As the official Bacardi DJ in Puerto Rico, Henry was launched into international stardom, touring across five continents and performing in over 85 countries and 850 cities—a milestone no other Latin DJ had reached at the time. From Canada to the Caribbean, from Europe to Middle East and South America to Asia, he has played a pivotal role in introducing Latin rhythms to global audiences.

His talents go beyond the turntables. Henry is a Grammy-nominated producer, recognized for his executive production work in 2009, and has collaborated with major labels such as WEA, BMG, and RMM. He has worked alongside iconic artists including Jennifer Lopez, Marc Anthony, Celia Cruz, Tito Puente, Ruben Blades, Vanessa Williams, and Elvis Crespo. His influence extends into fashion and media as well, with appearances for brands and events such as Roberto Cavalli, Cosmopolitan Magazine, Macy's NYC, the Latin Grammys, and Playboy en Español.

Now based in Thailand for over a decade, DJ Henry Knowles continues to break boundaries. As the Managing Director of Asiatica Entertainment, he curates world-class events and performances across Asia. He remains a resident and guest DJ at premier venues including Havana Social, Catch Beach Club Phuket, Wonderfruit Festival, Mahanakhon, Above 11 Rooftop, and luxury hotel brands such as Mandarin Oriental, Dusit Thani and Shangri-La.

Henry's legacy is one of passion, innovation, and global impact. Whether commanding the decks at an exclusive rooftop party or igniting the dance floor at an international festival, DJ Henry Knowles continues to unite cultures through music. He remains a true ambassador of Latin sound—honoring its roots while pushing it boldly into the future.

CONTACTS

BOOKING// henry@djhenryknowles.com
 Thail: +66.87.701.8504/USA: +1914412.5134
 LINE ID: hknowles

LINKS

WEBSITE// www.djhenryknowles.com
 FACEBOOK// [djhenryknowles](https://www.facebook.com/djhenryknowles)
 INSTAGRAM// [djhenryknowles](https://www.instagram.com/djhenryknowles)
 TWITTER// [djhenryknowles](https://twitter.com/djhenryknowles)

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