

# Ralphie Mercado



23.2K

Ralph Mercado III, better known as Ralphie Mercado, was born into the music scene. As the son of Latin music impresario, the late Ralph Mercado, it was a symbolic first step in what would be a long and evolving journey through the many facets of the music and entertainment worlds.

Mercado first started exercising his musical talents at family gatherings, where he would always be asked to play music and entertain guests. In his sophomore year of high school, Mercado officially joined the family business as an intern. Working in almost every department of his father's record label, RMM Records, he gained experience producing concerts. His first production in 1997 was the 22nd New York Salsa Festival, showcasing Jose Alberto, Marc Anthony, Celia Cruz, Oscar D'Leon, and many others at Madison Square Garden.

Aside from assisting his father with production, Mercado started DJ'ing. He took on the pseudonym DJ Wreck while playing at teen parties, but later changed his name to Ralphie Mercado. Mercado has since deejayed internationally: Montreal, Japan, Puerto Rico, Dominican Republic, including Los Angeles, Miami and Madison Square Garden, the latter which Mercado marks as the highlight of his career recalling, "There's nothing like seeing your name in lights at MSG." Mercado has worked as a radio DJ at New York's WSKQ 97.9 FM, La Mega, quickly becoming a fan favorite. He has also had his own mix show on Univision's flagship station, WCAA 105.9fm, La Kalle. and La X 96.3 fm. He has also crossed over into the Urban market playing on Hot97 & WBLS. Mercado's success even extends to the recording studio. He produced "Chan Chan" on Jose Alberto's Grammy nominated album, "Original", and he helped produce an album for renowned salsa group, El Gran Combo, titled "Revisited."

On January 1, 2007 Mercado added businessman to his growing achievements. Mercado took over all of his father's business entities including the production company RMP, a popular Midtown Latin nightclub, Latin Quarter, and two Manhattan restaurants- Alma Grill and Zona Rosa. Mercado grew a new appreciation for his father after taking over the family business. "He built an empire and I'm just trying to maintain it. I'm a young guy and I can barely keep up. I wonder sometimes how he did it."

Nevertheless, like his father, he is a force in the worlds of concerts, music, production, and business. As current president and CEO of RMP, he has produced several sell-out shows at Madison Square Garden, including Victor Manuel and Friends, Marc Anthony, and Romeo Santos. He has produced shows with Univision, SBS, Live Nation, CMN, AEG, and more. He helps produce music for up-and-coming artists, Kim Viera, NAYI, and Chris Alfinez.

Ralphie Mercado is an entertainment magnate in his own right, and shows no signs of slowing down any time soon.