Geno Segers was born in Winston Salem, North Carolina. Growing up, Geno, a wrestler, football player and track athlete; won a city championship in football and wrestling while attending Caver High School. After moving on to East Forsyth, Geno became the 1st Two Time State Wrestling Champ at East Forsyth High School. After being named to the All State Football Team, he then accepted a full scholarship from Western Carolina University where he had tremendous success as a football player.

After making the 1st team Sport Network All American and just missing out on the NFL by a few pounds and less then 2 tenths of a second, he moved to Charlotte NC. While in Charlotte, Geno was a member of the Barrons Minor League Football team for two years. After winning a National Championship he left to pursue a career in International Rugby. After playing for the USA team, both nationally and internationally, Geno moved to New Zealand to play for the Richmond Rovers. At 6'4" and 290lbs, Geno was a giant 2nd rower. He then moved back to wrestling and in his 1st year he became the New Zealand National Champ at 130kg class. Always willing to try his hand at any new sport, Geno spent time cliff diving, Sumo wrestling and full contact wrestling, Geno's career includes a teaching stint in NC teaching high school algebra before returning New Zealand and went into business for himself as a small trader buying and selling goods all over Auckland, New Zealand.

A pivotal turn in his career, Geno took a dare and went to a Walt Disney audition which landed him the part as a bass in the chorus. Being a part of the original Sydney Australia Lion King Cast was the 1st time Geno had been in front of so many people where there was no one trying to hurt him! It was at this moment he knew he had found what he had been looking for in a career. After two years as a bass in The Lion King, Geno earned the role of "Mufasa" in the Melbourne season. He was also the original cast "Mufasa" for China. Once the touring company closed, Geno headed back to the states to play the role of "Mufasa" in a touring company of the show. Geno performed to crowds in Denver, Los Angeles, Omaha, Cincinnati, Austin, St. Louis, Cleveland, Honolulu, Mexico City and Milwaukee. Geno is now living in LA pursuing a career in TV and film being featured in shows like Disney XD's "Pair Of Kings" "Banshee" and "Teen Wolf"