

MICHAEL ROSEN

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Well-respected and widely experienced music industry expert with a 20+ year track record of success building momentum and relationships for artists and venues. Recognized as a strong and extraordinarily creative music industry insider with a sharp eye for opportunity, a forward-thinking style of artist management, and a proven ability to select and promote world-class talent toward substantial international music careers. Strong authority on artist marketing and public relations, with a career's worth of success interacting with record labels, media and producers.

Worked with and supported music industry leaders including:

Brian Rawling | KC Porter | Ruben Gomez | Glenn Medeiros | Angelo Garcia | Jellybean Benitez | Emilio Estefan | Lance Bass | Irene Carra | Santana | Jonny Wright | Donna Wright | Dianne Warren

Engaged and partnered with record labels including:

Sony Music | Warner Brothers | East West Records | BMG Records | Arista Records | Edel Records

CORE SKILLS & COMPETENCIES

- A&R / Talent Management
- Contract Negotiation
- Label & Producer Relations
- Persistence & Determination
- Verbal & Written Communication
- Creative Vision
- Strong Artist & Support Network
- Careful Talent Selection
- Marketing Strategy
- Balancing Multiple Priorities
- Confidentiality & Discretion
- Scheduling & Organization

PROFESSIONAL EXPERIENCE

PRESIDENT, ARTIST MANAGER, AND A&R COORDINATOR

Rosen Music Group
DASH Entertainment

2006 – Present
1996 – 2002

Responsibilities, Contributions & Accomplishments:

- Exercised a strong sense of judgment to selectively prospect and manage artists with potential for success. Established world-class relationships with industry-leading artists by virtue of connections with BMG Munich, BMG US/Latin Miami, Arista Records, and other leading labels.
- Leveraged a strong network of sound engineering and creative talent toward record labels, to ensure the creation of the best possible material for contracted artists.
- Maintained persistence and determination in advocating for the continuous activity of artists signed with labels, applying tactful pressure to create continued momentum for artists.
- Drew upon personal connections and relationships earned throughout 20+ years in the industry to meet world-leading industry executives in artist development.
- Developed the best possible vision for managed artists' careers, ensuring mutually lucrative success through a progressive and multi-pronged strategy including:
 - Creative and comprehensive input on the artist's style and genre;
 - Definition of a practical yet distinct artistic vision;
 - Collaborative review and assessment of potential markets and the music industry as a whole;
 - Establishment and analysis of a project plan;
 - Selection of optimal material aligned to the artist/group and the target market.

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- Provided programs and services for small independent to large/major companies including complete A&R services, full production support, recommendation of production staffing, songwriting talent and publishing companies, as well as counsel on national and international markets and licensing venues/opportunities.

CAREER HIGHLIGHTS & NOTABLE PROJECTS

Development of Solo Career for artist Ruben Gomez

- Secured this former member of Latin group Menudo to develop his solo artist career, **securing him from a previously inactive management agreement to launch his career to greater heights.**
- Connected with a vast network of connections and attended Billboard conferences, persistently presenting a self-compiled artist package to **secure his eventual signing with Arista Records.**
- Upon closure of Arista's Austin offices, ensured Ruben would be retained as a member of the label through direct conversation with BMG Miami stakeholders. **Connected this artist with prominent producer [Brian Rawling](#), creating English singles** and a selection of international recordings, eventually transitioning the artist to BMG Munich for swift signing of a lucrative record deal.
- **Interacted with renowned songwriter [Diane Warren](#) to secure a selection of songs**, driving a cross-over in genres from Latin to rock.
- **Spearheaded and coordinated a European tour**, which encouraged BMG Munich to establish contact with BMG US/Latin in Miami, with both labels essentially fighting over this in-demand artist.

Securing Label Signing for artist Angelo Garcia

- Successfully identified and prospected this artist as a strong candidate for an international label. Drew upon a strong artistic vision and years of experience to help the artist shape his identify, define his sound, and build demo material.
- After comprehensive involvement in creating the foundational material and momentum necessary, successfully earned the artist a record deal with Warner Brothers Germany.

Driving Momentum for songwriter Glenn Medeiros

- Created impressive traction for this creative songwriter, identifying opportunities for licensing and publishing of his creations on an international basis.
- Successfully brokered multiple licensing deals, with several songs added to Sony BMG's catalog.

EARLIER NOTEWORTHY EXPERIENCE

Talent & Tour Developer | Right Stuff Entertainment