

Andrew Surmani

CEO, Music Industry Executive, Educator

+1-818-585-1505
andrew@andrewsurmani.com

Marketing / Acquisitions / Product Development / Project Management / B2B / B2C
Business Development / Product Launches / Sales Management / Licensing / Start-Up

- Launched and managed major product lines, generating significant revenue growth
- Created and implemented marketing and sales strategies, expanding into global markets
- Consolidated operations following largest acquisition in print music publishing history
- Online product development

CAREER HISTORY AND SELECTED ACCOMPLISHMENTS

Surmani Business Coaching – President & CEO, 2019 to present

Coach companies to clarify vision, core values, and improve operations and performance.

California State University, Northridge – Professor, 2012 to present

Music Industry Studies tenured professor in one of the top music business programs in the world.

Caleb Chapman's Soundhouse – CEO, 2017 to 2021

An online contemporary music training program with the aim of fostering professionalism, teamwork, and the development of critical life skills through performing, recording, touring, and mentoring by top-tier professionals.

- Create business plan, operations manual, pro forma financial statements, investor deck, and the necessary business elements to launch a franchise operation.
- Online support for schools and artist access platform for lessons and master classes

Alfred Music

One of the largest educational print music publishers with over 180K active print/digital titles in international circulation

CMO, 2013 to 2017

- Measured and tracked ROI, identifying the percentage of market value generated by brands, and estimating the financial value of investments in brand equity.
- Effectively managed end-to-end processes, from gathering and analyzing customer data, to planning, budgeting, and managing the creative production process, to executing targeted customer communications and measuring campaign results.

Senior Vice President, Marketing, 1996 to 2013

- Developed and implemented marketing strategies, increasing sales revenues 230%.
- Led marketing, sales, editorial and promotional team, increasing sales 26% over four years. Built global sales from \$200K to \$10M+.
- Launched new products. Developed strategic marketing plans to increase sales, growing revenue from \$7.5M to \$50M. Identified, developed, and rolled out product offerings used to reach target markets, leading to consistent and sustained revenue growth over a 20-year period.
- Expanded into global markets. Identified international strategic objectives, selected target markets and desired product positioning for new markets. Successfully opened branches in Australia, the United Kingdom, Germany, and Singapore, growing international sales to \$10M.

Managing Director, School and Church Publishing, 2002 to 2013.

- In conjunction with above role, promoted to simultaneously direct \$23M school and church music product lines.
- Implemented global product marketing and brand management strategies.
- Managed \$6.4M budget and 45 employees.
- Consolidated operations following acquisition, integrated direct cost departments into existing team structure with staff all over the world, coordinated functions across several key departments and increased sales 150%.

Additional Information: MBA from California State University, Northridge. Founding Board Member and Past President, Jazz Education Network.