

EXECUTIVE MANAGEMENT

Strategic Planning · Product Sales, Marketing & Development · Global Operations · Acquisitions

Generate key strategic decisions and develop plans designed to maximize revenue and profits, including optimizing gross margins, top line revenue growth, gaining market share, reducing expenses, and increasing long-term profitability. Oversee global sales and marketing activities with a cross-functional perspective, consistently delivering a compelling value proposition while reinforcing the chosen positioning. Build customer loyalty and brand equity among target customers. Manage cross functional team of global sales, marketing, and product development professionals.

CORE COMPETENCIES

- Visionary Leadership
- Tactical Market Planning
- High-Stake Negotiations
- Key Partnership Development
- Artist Relations
- Budget & Sales Forecasting
- Organizational Restructuring
- Global Strategic Alliances
- Public & Media Relations

CAREER HISTORY

SURMANI BUSINESS COACHING—Coach various companies to help them improve their operations and performance so they can scale up their businesses or exit their companies if desired. surmanibusinesscoaching.com.

President & CEO, 2019 to present.

CALEB CHAPMAN'S SOUNDHOUSE—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. ccsoundhouse.com.

Chief Executive Officer, 2017 to 2021. An online music training programs with musicians all over the world.

- Work with Chairman and Founder and the COO to create business plan, operations manual, pro forma financial statements and the necessary business elements to launch a franchise operation.

ALFRED MUSIC—Print music publisher with over 183,000 active print, digital, DVD, software, audio CD, enhanced CD and Blu-Ray titles in international circulation. alfredmusic.com.

Chief Marketing Officer, 2013 to 2017. Directed \$50M global sales, marketing, and product development operations.

- 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, 2009 to 2013. Directed global marketing efforts while running production team.

Managing Director, School and Church Publishing, 2002 to 2013. Directed \$23M product lines. Managed \$6.4M expense budget and 45 employees spread across the country.

- **Consolidated operations following largest acquisition in print music publishing history.** Integrated direct cost departments into existing team structure with staff all over the world. Coordinated functions across several key departments ranging from finance, R&D, operations, and manufacturing, increasing sales 150%.

Vice President, Marketing, 1996 to 2009. Developed and implemented marketing strategy increasing sales revenues 230%. Co-authored successful product line earning over \$15M in sales. Ensured effective international marketing efforts, helping to grow international sales from \$200K to over \$10M.

- **Launched and managed major product lines, helping company generate revenue growth from \$7.5M to over \$50M.** Identified, developed, and rolled out product offerings used to reach target markets, leading to consistent and sustained revenue growth over a 16-year period.
- **Introduced marketing campaign strategy and co-authored new curriculum generating several million in sales.** Outlined and co-authored a new three-volume theory curriculum with books, CDs, and software, developed marketing strategy, and specified target segments. Defined competitive positioning and launched new campaign, increasing market share in this category by over 100%.
- **Created and implemented marketing strategies, expanding into global markets, increasing sales to \$10M.** Identified international strategic objectives, selected target markets and desired product positioning. Successfully opened branches in Australia, the United Kingdom, Germany, and Singapore.

Director of Promotions, 1992 to 1996. Led the promotion of the company's international product lines. Served on the corporate finance committee and support team, creating and implementing multiple product teams. Controlled \$2M+ budget, which was kept under budget five consecutive years in a row. Hired and trained a diversified staff, growing from 5 to 13 employees.

- **Developed a marketing plan, increasing sales 43% from \$14.6M to \$21M.** Diagnosed and interpreted business issues and identified gaps to balance marketing techniques and staff development driving business actions designed to deliver value to customers.
- **Helped set up emergency operations and streamlined distribution's shipping schedule after natural disaster.** Alfred Music moved into a new 100K square-foot distribution center in upstate New York. Shortly afterward, the Northridge earthquake struck a few miles from our Van Nuys offices. Helped company relocate office space just before shipping fell behind. Traveled to New York to help bring the Distribution Center up to speed.

CALIFORNIA STATE UNIVERSITY, Northridge

Professor of Music Industry Studies, 2012 to present. Teach undergraduate and graduate students in one of the top music industry programs in the world with over 170 music industry majors working towards their bachelors and master's degrees. Tenured.

- Academic Lead of the Master of Arts in Music Industry Administration program.
- Teach Music Industry Foundations and Music Industry Developments (covering music publishing, recording, live performance, music in media, and music products), run the Graduate Project (with students consulting for current music companies), and teach the History of Jazz and History of Popular Music in America.

Education / Associations / Certifications

Master of Business Administration, California State University, Northridge
Bachelor of Music, California State University, Northridge

Jazz Education Network, Founding Board Member, Treasurer, President Elect, President, and Past President

Music and Arts Technology Industry Advisory Board at Indiana University/Purdue University Indianapolis

College Music Society Editorial Board

Technology through Music Education (TI:ME) Advisory Board

CSUN Master of Arts in Music Industry Administration Curriculum Advisory Committee

CSUN Youth Orchestra, Past President

MATES Foundation, Founder and Past President

Eagle Scout