

David N. Lawrence, III

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50 West 72nd Street, Ste. 315
New York, NY 10022

Visionary • Results-Driven Leader • Narrative Director • Human Connector

Senior Executive Summary

- Managed promotional programs contributing to sales in excess of \$100 million
- Built strategic relationships between artists, management, and brands across industries
- Orchestrated media partnerships driving awareness to critical mass
- Led cross-functional teams in the integration of traditional and digital media
- Directed large scale data-analysis and the development of key insights implemented on innovative promotional strategies that increased comprehensive market share

Expertise

- Revenue and Profit Growth
- Branding and Public Relations
- Sales and Artist Management
- Process Optimization
- Business Analytics
- Operational and Strategic Planning
- Contract and Deal Negotiation
- Coaching and Mentoring
- Full Life-Cycle Project Management
- Trend Forecasting
- Leadership and Team Development
- Budgeting and P&L Management
- Positioning and Marketing
- Viral Campaigns
- Information Technology

Career Progression + Performance Milestones

EPIC Records, Senior National Director, 2016 – February 2021

- Integrated strategies between artist media planning and commercial revenue streams
- Oversaw national urban radio airplay
- Cultivated crucial senior-level industry relationships that increased artists' visibility and exposure
- iHeart Media Captain, daily/monthly/yearly staff evaluations.
- Travis Scott, Yo Gotti, DJ Khaled, Future, 21 Savage, et al.

The Annie Agency, Board of Advisors Member, 2019 – Present

- Mentored and directed agency executive committee on key business decisions and introduced major client leads

DLA Promotions and Consulting Group, Founder & President, 2011– 2016

- Led a high growth independent company from launch to \$2 million in annual billings within 2 years
- Managed virtual team of 12 seasoned entertainment professionals
- Enhance market share and airplay for new and established artists
- Select client base of major labels including Red Light Mgmt., RCA, SONY Music, Roc Nation/Universal, Motown/Universal, et al.

Jive Records and SONY BMG, Vice President Urban Promotions, 2007– 2011

- Helmed the direction of the promotions department
- Developed innovative operations plan leading department to Billboard 2011 top 5 ranking for market share
- Merged traditional business concepts with digital marketplace, utilizing disruptive IT to grow market share
- Implemented talent development plan for 10-person team, leading to high worker morale and increased productivity
- Justin Timberlake, Brittany Spears, Usher, Chris Brown, et al.

SONY Urban Music, Vice President, 2004 – 2007

- Managed staff of 10 while traveling between national field locations
- Awarded expanded promotion and marketing responsibilities as a result of exceptional understanding of youth and urban culture, extensive understanding of changing business paradigms, and ability to anticipate changes in the media landscape
- Led department to Billboard 2006 top 5 ranking for market share
- Beyoncé, Bow Wow, John Legend, Maxwell, Outkast, et al.



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EPIC Records, Vice President, 2002 – 2004 | Senior National Director 2001 – 2002 | National Director, 2000 – 2001

- Oversaw national rhythmic and urban airplay
- Developed national product placement strategy leading to increased record sales for chart-topping acts
- Hired and trained seven-person promotions staff
- Increased sales by 12% in 2001 by implementing newly developed Broadcast Data Systems
- Administered budget within approved limitations while decreasing operating costs
- Consistently recognized for thinking out of the box, interpersonal skills, and project management exceeding benchmarked goals
- Michael Jackson, Jennifer Lopez, Sade, Mandy Moore, et al.

Jive Records BMG Music Group, National Field Director, Urban Promotions, 1999 – 2000

- Trained and managed six-person marketing and promotions team covering eight states
- Directed team to #1 position in company goal achievement
- Conducted in-depth research and analysis of national promotions strategies
- Gained invaluable knowledge of grassroots operations, distribution-deal negotiation and the art of persuasion
- *NSNYC, UGK, E40, and Joe

Columbia Records, Regional Director, 1994 – 1998

- Awarded 1998 National Promotion Person of the Year from the Sony Worldwide Convention
- Awarded 1998 National Director of the Year honor for achieving highest market share and airplay of any regional director
- Promoted from Carolinas market to full Mid-Atlantic region after winning Rookie of the Year award
- Over 90% product sell-through each month during all four years
- Mariah Carey, Destiny's Child, Bow Wow, The Fugees, Lauryn Hill, and Nas

Awards + Recognition

- 2020 Atlanta Metropolitan State College – Summer Internship Program, Keynote Speaker
- 2018 International Broadcasters Association Lifetime Achievement Award
- 2009 National Promotion Person of the Year, S.I.N. Network
- 2004-2007 Representative of the Year, SONY Music
- 2002, Quoted in New York Times Business Section on new methods of promoting and marketing rap music
- 1998 National Promotion Person of the Year, SONY Worldwide Convention.
- 1997-1998 Representative of the Year, Columbia Records
- 1998 National Director of the Year, Columbia Records
- 1995 Rookie of the Year, Columbia Records

Education

Northeastern University, Boston, Massachusetts
B.S. Health Education

