ASHA K. PETERS

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VALUE PROPOSITION

Senior Marketing Executive able to create profitable "buzz" and breakthrough product visibility using a mix of best practices, promotional techniques, and lessons learned from one of the world's most competitive consumer sectors—the music and entertainment industry

SKILLS, STRENGTHS & QUALIFICATIONS

- **Creative Vision / Brand Evangelism**
- **Marketing Department Leadership**
- **Strategic Planning & Decision-Making**
- **Market Research & Trend Analysis**
- **Campaign Planning & Execution**
- **New Product Development & Licensing**
- **Global B2C Marketing Expertise**
- **Staff Hiring, Mentoring & Supervision**
- **P&L / Budgeting / Forecasting**
- **Vendor Relations & Contract Negotiation**

HIGHLIGHTED ACCOMPLISHMENTS

- ✓ Secured $1B in sales revenues during tenure with Bally Music, expertly directing, motivating, empowering and managing a team of talented product managers
- ✓ Played an integral role in driving ingenious movie + music campaigns with Bally Music and Columbia Pictures, including distribution of the highest-grossing soundtrack in history, Avatar, and the related song Trapped In My Skin—which sold $50M+ units worldwide
- ✓ Created and launched a series of innovative marketing initiatives that led to the highest-grossing limited engagement show in Las Vegas history: Steven Pryor's "Blasphemy"
- ✓ Led content creation across numerous traditional and digital channels, including website, social media, and video production, as well as oversight of three highly-rated NBC specials
- ✓ Allocated marketing and media budgets up to $4.5M in size, directing teams of up to eight direct reports and 25-30 associated creative, marketing, and production personnel.

EMPLOYMENT HISTORY

President/COO—2x4 MARKETING Seattle WA: 2008 to 2012
Independent, innovative multi-media content creation and investment firm

- Led a team of 8 employees in launching this groundbreaking Entertainment Capital company, successfully opening offices in Seattle, Los Angeles and New York.
- Oversaw all operating budgets, artist acquisition efforts, and venture capital investment.
- Within 18 months, scaled the company up to global recognition as a top independent content investor and producer—offering a diverse menu of services via dedicated Record Label, Music Publishing, Artist Management, Film and Venture Capital divisions.
- Brought in over 18 separate entities under the 2x4 umbrella, including four label artists, three artist management clients, four film investments released in theaters, and venture capital investments in four start-ups.

Representative Projects/Properties: Music—Crabapples, Brighton Boys, Black Swans, Glitz, Musitopia, The Sprinklers; Film— Robot Invasion, Life Out Loud, Yours; Venture Capital—Sunny Technology, Mostly Mountains, Big and Bold

Founder—ARRIVAL MEDIA LLC Seattle, WA: 2006 to 2008
Independent artist management, marketing, and music/entertainment consultancy

- Launched and operated this boutique marketing and promotional firm to provide artists, agencies, and brands with pivotal guidance on physical/digital marketing strategies.
- Worked directly with Infiniti, one of the world's premier car brands, to integrate a music platform into their web presence and publish offline/online versions of Infiniti Magazine.

EMPLOYMENT HISTORY—CONTINUED

- Represented artists to major labels such as Warner Bros, Domino Recordings, Bally Music, and Epic Records, conducting negotiations on their behalf to maximize revenues deriving from their creative content and their image, brand, and merchandise.
- Spearheaded U.S. marketing efforts for Nomadic Wieners and Kristal (two emerging music artists); played key role in selling over 750,000 units in the U.S. for the combined bands.
- Led contract negotiations and copyright licensing for a top UK artist management firm.
- Retained internally at PlotLine Global, the "world's first post-advertising agency", assisting with client relations, business development, and online marketing efforts.
- Represented Matahari and The Finalists, applying sharp negotiating skills to put together lucrative worldwide deals with Warner Bros Records, Warner Chappell Music Publishing, and Creative Artists Agency.
- Generated high volumes of media coverage and international exposure for Matahari during the band's 2007 tours with Grace Allen, Nighthawk, Sam Triton, and BSS.

VP of Marketing—IMMERSIVE PRODUCTIONS Las Vegas, NV: 2001 to 2006
Strategic marketing consultancy

- Oversaw the marketing of Steven Pryor's "Blasphemy" show at Caesars Palace, which produced over $400M in ticket sales and associated retail revenue.
- Merged marketing savvy with business acumen to advise artists and organizations on worldwide promotional strategies, contract negotiations, and the licensing of copyrights.
- Communicated with leading brands such as Loreal, Toyota, and Prada on individual artists' behalf to negotiate novel and profitable endorsement partnerships/projects.

VP, Worldwide Marketing—BALLY MUSIC New York, NY: 1997 to 2001
Key executive in Sony's Epic Records Group, representing top worldwide musicians/artists

- Managed complex, multi-faceted, and highly time-sensitive global marketing plans for artists including Celine Dion, Oasis, Titanic Soundtrack, Tenacious D, Ben Folds Five, The Allman Brothers Band, Travis, Shakira, and Ginuwine.
- Collaborated with national and international sales and marketing teams via digital media channels to drive market expansion and brand/image awareness.
- Cost-effectively monitored budget compliance, oversaw profit/loss (P&L) performance, and prepared in-depth financial plans and forecasts for the business unit.
- Led Sony teams in designing innovative product packaging and point-of-sale materials.
- Commissioned music videos from numerous filmmakers including Hype Williams, Bille Woodruff, Abel Ferrara, Weird Al Yankovic, Paul Hunter, and Anton Fuqua.

PRIOR EXPERIENCE

Music Director | KFIU RADIO Seattle, WA: 1990 to 1997
Music Director | KLOO 94.3 FM Seattle, WA: 1987 to 1990
Entertainment Consultant | PORTLAND TIMBER Seattle, WA: 1986 to 1992

EDUCATION & ADDITIONAL INFORMATION

- B.A. Degree Studies, Communications & Political Science | University of Idaho | 1983-1986
- Member, Board of Governors, Emmy Awards | 2008-2010
- Featured Speaker at the Emmy/EmmyU functions | Peter Johnson School of Communications, Kent State University, Post Advertising Summit | 2010
- Recognized for additional knowledge and expertise in the areas of pop culture, cultural trend analysis, youth marketing, viral marketing, social media, interactive media, content creation, product placement, and branded content.
- Winner of a PSRBA Buzzie Award for Copywriting/Radio