



JAMAICA A. JOHNSON

Co-Founder, Chief Marketing Officer,
Global Talent Booking,
Recording Academy Professional

Transforming the Music Landscape

Jamaica A. Johnson stands as a transformative force in the music and entertainment industries, whose career trajectory has redefined success in the digital age. As Co-Founder and Chief Marketing Officer and Global Talent Booking Agent for JamMar Music, his post-Atlantic Records journey has not merely sustained his relevance but exponentially expanded his influence across the global music landscape.

Early Career at Atlantic Records

Jamaica's remarkable journey in the music industry began in the early 1990s at Atlantic Records, where he transformed from an intern into an influential marketing representative. During his decisive decade at the label, Johnson orchestrated marketing campaigns that drove sales of over 250 million records, culminating in seven diamond certifications, more than thirty platinum, and forty gold certifications from the RIAA. His tenure at Atlantic Records became the cornerstone of his future success, as he collaborated with an extraordinary roster of legendary artists. Johnson worked alongside hip-hop pioneers Tupac Shakur, Dr. Dre, and Snoop Dogg; alternative rock sensations Bush, Stone Temple Pilots, and Matchbox 20; and chart-topping artists including Jewel, Kid Rock, and LeAnn Rimes. His portfolio further expanded to include iconic talents such as Robert Page and Jimmy Plant, Tori Amos, Aaliyah, Lil' Kim, Pretty Ricky, Mark Morrison, and Sugar Ray. Jamaica also guided campaigns for

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distinctive acts like Pizzicato Five, Bucketheads, The Jerky Boys, Duncan Sheik, The Lemonheads, and Quad City DJs.

This diverse range of collaborations not only showcased Jamaica's versatility in marketing across genres but also established the foundation for his future endeavors in the music industry, marking the beginning of a career that would reshape the entertainment landscape.

Post-Atlantic Records Achievements

After leaving Atlantic Records, Jamaica ventured independently and formed his own companies and focused on music marketing, production, promotion, booking, artist management, and independent A&R consulting. He launched the boy band Nu Ground, which not only produced a chart-topping album, but also appeared in three episodes of the iconic soap opera "Guiding Light." Drew Seeley, a member of Nu Ground, gained fame as a co-writer and co-producer of the Disney "High School Musical" soundtrack, achieving remarkable 5x platinum status for Part 1 and 2x platinum for Part 2. Jamaica also played a crucial role in guiding the career trajectory of Kevin Cossom, another Nu Ground alumnus, who became a grammy and multi-platinum producer and songwriter for industry heavyweights such as Beyoncé, Trey Songz, Keri Hilson, and Chris Brown.

Industry-Wide Influence

Since leaving Atlantic Records, Jamaica has successfully collaborated with, marketed, and promoted an impressive array of artists across various music genres. His versatility is evident as he has worked with icons such as Bruno Mars, Lady Gaga and Kanye West. His expertise spans a broad range of genres, including R&B, hip-hop, pop, country, EDM, Latin, and rock. As an independent A&R consultant, Jamaica has connected clients with major record labels such as Universal Music Group and Sony Music. His extensive portfolio includes collaborations with Jive Records, Def Jam Recordings, and Capitol Records, among others. Jamaica's skills have also been in demand by Hollywood Records, Disney, and Warner Chappell Music. He has played a pivotal role in helping artists secure deals with some of the biggest names in the music industry, including Elektra Records, Motown Records, and Epic Records.

Record Sales and Accolades

Under Jamaica's leadership, his team has achieved extraordinary sales figures, surpassing 250 million records sold worldwide. This remarkable achievement includes more than seven RIAA-accredited diamond certifications, over thirty platinum, and forty gold certifications. His success is further highlighted by a #12 Latin Billboard Award, a Spotify Award, and a SESAC Award. These

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accolades not only demonstrate his effectiveness in the industry but also affirm his status as a leading figure in the global music market.

Current Ventures and Collaborations

Jamaica stands at the forefront of the music industry, skillfully navigating its complexities while nurturing both emerging and established artists. With over 30 years of experience in music marketing along with major label and industry experience, he is sought after globally. His hands-on approach to artist management and consulting is marked by a deep understanding of the music business across all genres. His current roster includes both signed and unsigned artists, featuring talents that have achieved everything from diamond to platinum and gold statuses, to emerging artists across all genres.

Currently, Jamaica is actively working with a diverse group of influencers and artists, including Chino Y Nacho, Hey Broders, Leeroy Villa, Gavin Magnus, Malki Means King, Moxxy, Cain Perez, LL Radio (Frankie Donovan), Nick Santi (Santiago Pineda), and Adolfo Marquez (Basilio Marquez, Jr), Kountry Mike, and many others. His strategic guidance is designed to boost their visibility and ensure their commercial success. Additionally, his role as a consultant and independent A&R consultant has led to successful artist signings with major record labels such as Universal Music Group, Sony Music, Warner, 300 Records and others.

In addition to these collaborations, Jamaica is involved with new film and movie projects along with previous work with *Empire*. Jamaica and his partner Marlana are also working on music catalog acquisitions for ultra-high-net-worth investors. These endeavors highlight their extensive network and ability to bridge various facets of the entertainment world, contributing to the thriving careers of many influential figures in the industry.

Branding and Movie Opportunities

Jamaica's efforts also extend to branding and securing movie opportunities, leveraging his extensive network to open new avenues for his artists. He actively seeks out and secures partnerships with leading brands and film production companies, providing his artists with platforms to expand their reach and diversify their careers. This includes endorsements, appearances, and roles in major motion pictures and television projects, further solidifying their presence in the entertainment landscape.

His expansive network and collaborative efforts include working with top-tier producers like Andrew Lane, Scott Storch, Mannie Fresh, Red Spyder, Big Dore, Timberland, Cool & Dre, Austin

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Leeds, J-Lacey, Hugo Diaz, and Larry Coll and many others. These partnerships help position his artists at the forefront of the entertainment landscape, ensuring they are well-placed to make a significant impact.

Jamaica's commitment extends beyond managing high-profile projects; he is dedicated to changing industry dynamics by supporting struggling artists and providing them with the tools they need to succeed. This commitment underscores his passion for the music and entertainment industry and his ongoing mission to foster a more inclusive and supportive environment for all artists. Through his efforts in music, branding, and film, Jamaica continues to be a pivotal figure, shaping the careers of artists and influencing the broader entertainment industry.

Global Influence and Brand Partnerships

Jamaica's ability to secure top-tier talent for diverse venues has significantly bolstered his global influence. He has been instrumental in securing branding opportunities and endorsements with major brands such as Coke, Pepsi, Disney, SeaWorld, and Universal. Recognizing the value of aligning with Jamaica's artists, numerous notable brands like H&M, Audi, and DKNY have also come on board. His artists have had the opportunity to shine on some of the world's biggest stages, from the NBA to the Latin Grammys, enhancing their global profiles and expanding their fan bases.

He has orchestrated unforgettable performances in iconic venues worldwide, including the grandeur of the Alamo Dome in San Antonio, Texas, and the iconic Moshood Abiola National Stadium in Nigeria. His expertise also extends to securing top-notch entertainment for arenas such as the Amway Center in Orlando, Florida, and the FX Arena in Miami, Florida. Artists under his guidance have graced the stages of The House of Blues, The Virgin Mega Store and Concert Patio, Epcot in Orlando, The Palladium, Blue Martini, Mandalay Bay, Jackie Gleason Theater, Clevelander, Florida Room, The Wall, LIV, and many other renowned locations.

Philanthropy

Additionally, Jamaica's commitment to philanthropy is evident through his artists' performances for a wide range of charitable organizations, including the Give Kids the World Foundation, the Miss Florida Pageant, the Make-a-Wish Foundation, the Boys and Girls Club of America, St. Jude Children's Research Hospital, and the National Breast Cancer Foundation.

Recognition and Networking

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Today, Jamaica's network includes industry power players and esteemed colleagues such as David Geffen, Scooter Braun, Sylvia Rhone, Kevin Holiday, Ted Lucas, Jason Linn, Damon Eden, Damon Dash, Selim Bouab, Anthony Rich, Johnny Wright, and Donna Wright. This formidable network positions him as a central figure in global entertainment. Jamaica has also collaborated with a distinguished array of supermodels, actors, actresses, and business entrepreneurs who have made significant strides in the music and entertainment industries. Notable figures include:

- **Lavetta Cannon:** Known for her dynamic portrayals, Cannon has starred in roles in "Crossing Over" alongside Harrison Ford and has appeared in popular TV shows including "Law & Order," "90210," "Medium," "As the World Turns," and "All My Children."
- **Drew Seeley:** Demonstrating his versatility as a singer, songwriter, producer, and actor, Seeley's notable projects include roles in "Guiding Light," the "High School Musical" series, "Pitch Perfect," "Glory Day," "Another Cinderella Story" with Selena Gomez, "One Tree Hill," and "Dawson's Creek."
- **Jaime Rishar:** A stunning supermodel who has been prominently featured in numerous fashion magazines, embodying the essence of beauty and elegance.
- **Naomi Campbell:** a supermodel that has dominated catwalks around the globe, becoming a symbol of grace and resilience. She is also a cultural ambassador and advocate for diversity within the fashion industry.
- **Omahyra Mota:** a supermodel originally celebrated for her distinctive look and dynamic presence on international runways. Also known for her roles in "X-Men" and "Blood on the Street," which included collaboration with artist Jay-Z.
- **Sarah O'Hara:** A captivating supermodel and actress known for her roles in the film "Leaf Me Alone."
- **Q-Tip:** A multifaceted rapper and actor involved in acclaimed projects such as "Cadillac Records" with Beyoncé and "Poetic Justice," starring alongside Janet Jackson and Tupac.
- **Donney Smith:** Co-founder of the First Recording Academy in Orlando, Florida, Smith has been instrumental in nurturing and fostering new talent within the music industry.

Legacy and Ongoing Impact

Jamaica's legacy in the music industry is marked by his ability to adapt and thrive in an ever-evolving landscape. He continues to shape the music industry by identifying and nurturing new talent, securing lucrative deals, and enhancing the global music scene through strategic collaborations and innovative marketing strategies. With over three decades of experience, Jamaica has mastered the art of music marketing, artist management, talent booking, and A&R consulting, showcasing his adaptability and broad appeal across various music genres. His

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enduring impact on the music and entertainment industries is a testament to his visionary leadership and unwavering commitment to excellence.

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