

JAMAICA A. JOHNSON

Co-Founder | Chief Marketing Officer (CMO) | Music Executive | Sync Licensing & Global Marketing | Global Talent Booking Agent | Independent A&R Consultant | Artist Development, JamMar Music

Executive Profile

Jamaica A. Johnson is a major-level music and entertainment executive with 30+ years of experience across global marketing, artist development, touring/booking, independent A&R consulting, and brand/entertainment partnerships. As Co-Founder and CMO of JamMar Music, he delivers standards-first execution that translates creative vision into market-ready strategy—built for decision-makers in music, media, and culture.

Atlantic Records

Jamaica began in the early 1990s at **Atlantic Records**, rising from intern to influential marketing representative. During his decade at the label, he orchestrated campaigns tied to **250+ million records sold worldwide**, culminating in **seven diamond certifications, 30+ platinum, and 40 gold certifications** from the **RIAA**.

His Atlantic-era roster includes **Tupac Shakur, Dr. Dre, Snoop Dogg, Bush, Stone Temple Pilots, Matchbox 20, Jewel, Kid Rock, LeAnn Rimes, Robert Page and Jimmy Plant, Tori Amos, Aaliyah, Lil' Kim, Pretty Ricky, Mark Morrison, Sugar Ray**, and distinctive acts such as **Pizzicato Five, Bucketheads, The Jerky Boys, Duncan Sheik, The Lemonheads, and Quad City DJs**.

Post-Atlantic Expansion

After Atlantic, Jamaica built independent ventures spanning music marketing, production, promotion, booking, artist management, and independent A&R consulting. He launched the boy band **Nu Ground**, which produced a chart-topping album and appeared in three episodes of **“Guiding Light.”**

Nu Ground member **Drew Seeley** later became widely known for work connected to Disney’s **“High School Musical”**—including vocals **mixed with Zac Efron’s** in the first film and stepping in for Efron on the live tour. Jamaica also helped guide **Kevin Cossom** in his early

years, who later became a **Grammy** and multi-platinum producer/songwriter for **Beyoncé, Trey Songz, Keri Hilson, and Chris Brown**.

Industry-Wide Influence

Jamaica's work spans virtually every major genre, including collaborations and promotion associated with **Bruno Mars, Lady Gaga, and Kanye West**. As an Independent A&R Consultant, he has connected clients with major record labels such as **Universal Music Group** and **Sony Music**, with additional outcomes tied to **Warner** and **300 Records**. His portfolio includes work across **Jive Records, Def Jam Recordings, Capitol Records, Hollywood Records, Disney, and Warner Chappell Music**, and he has helped artists secure opportunities with major industry entities including **Elektra Records, Motown Records, and Epic Records**.

Accolades

Results under Jamaica's leadership include **250+ million records sold worldwide** and **RIAA-accredited diamond, platinum, and gold certifications** (7 diamond, 30+ platinum, 40 gold). He is also recognized with a **#12 Latin Billboard Award, a Spotify Award, and a SESAC Award**.

Current Focus

Today, Jamaica is actively focused on **music sync licensing** for creators and artists—music placed in **TV, movies, commercials, and other media**—alongside **music catalog sales** for talent/creators and **music catalog acquisitions for high-net-worth investors**. He is also engaged in several **major upcoming movies and syncing projects** (details confidential until cleared).

He works 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), Adolfo Marquez (Basilio Marquez, Jr),** and many others. Jamaica is also co-managing **Billie DeVille**. His strategic guidance supports visibility and commercial success, and his Independent A&R consulting has led to successful artist signings with **Universal Music Group, Sony Music, Warner, 300 Records, and others**. He continues securing record label deals for high potential talent.

Recent sync placement: Jamaica's artist **JTXL's "Suavecito"** was placed in Netflix's **The Lincoln Lawyer (Season 4, Episode 3)**, which aired on **February 5, 2026**.

Branding, Film & Producer Network

Jamaica's work extends to branding and film opportunities—leveraging an extensive network to open new avenues for artists through endorsements, appearances, and roles in major motion pictures and television projects. His producer and executive network include **Timbaland, Scott Storch, Mannie Fresh, Red Spyder, Big Dore, Cool & Dre, Austin Leeds, J-Lacey, Hugo Diaz, and Larry Coll, Andrew Lane** among many others.

Trusted Brand, Venue & Community Footprint

Brand and platform associations shown on JamMar's website include **Bacardi, LIV (Fontainebleau), SLS, Atlantic, Hard Rock Live (Universal Orlando), DKNY, Blue Martini, Entertainment Tonight, Regal, Orlando Magic, H&M, Pepsi, Universal CityWalk, Budweiser, Sprint, T-Mobile, Victoria's Secret, Zara, Spotify, Coca-Cola, and AMC Theatres**. In addition, Jamaica has supported partnerships and community initiatives including **Give Kids the World Village, St. Jude Children's Hospital, Full Sail University, Mind Comet, and Country Time Lemonade**, among others.

His performance and booking footprint include venues worldwide such as the **Alamo Dome** (San Antonio) and **Moshood Abiola National Stadium** (Nigeria), and arenas including **Amway Center** (Orlando) and **FX Arena** (Miami). Artists under his guidance have graced stages including **House of Blues, Virgin Mega Store & Concert Patio, Epcot (Orlando), Palladium, Blue Martini, Mandalay Bay, Jackie Gleason Theater, Cleveland, Florida Room, The Wall, LIV**, and many other renowned locations.

Recognition and Networking

Jamaica's network includes **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**. He has also collaborated with a distinguished array of supermodels, actors, actresses, and entrepreneurs, including:

- **Lavetta Cannon** — “Crossing Over” (Harrison Ford); “Law & Order,” “90210,” “Medium,” “As the World Turns,” “All My Children.”
- **Drew Seeley** — “Guiding Light,” “High School Musical,” “Pitch Perfect,” “Glory Day,” “Another Cinderella Story,” “One Tree Hill,” “Dawson's Creek.”
- **Jaime Rishar** — supermodel featured in numerous fashion magazines.
- **Naomi Campbell** — global supermodel and advocate for diversity in fashion.

- **Omahyra Mota** — runway icon; “X-Men,” “Blood on the Street”; collaboration with Jay-Z.
- **Sarah O’Hara** — “Leaf Me Alone.”
- **Q-Tip** — “Cadillac Records” (Beyoncé); “Poetic Justice” (Janet Jackson, Tupac).
- **Donney Smith** — Co-founder, First Recording Academy (Orlando, Florida).

Legacy and Ongoing Impact

Jamaica’s legacy is defined by adaptability, credibility, and execution—identifying talent, building campaigns that convert, opening doors through relationships, and helping artists translate momentum into durable careers across the global entertainment landscape.

JamMar Music is built for real-world placements. We prioritize **sync-ready assets**—clean rights, clear splits, accurate metadata, and professional delivery—so music supervisors, brands, and production teams can move fast with confidence. If a track isn’t ready, we’ll say so and fix what’s blocking it. If it is ready, we package it correctly and position it for the right opportunities across TV, film, commercials, promos/trailers, and digital. One point of contact. Professional standards. No drama.

For media inquiries and speaking engagements: info@jammarmusic.com