

MARLANA T. ALDEN

Co-Founder | CEO/CFO | Sync & Publishing Administration (BMI) | Recorded Music & IP Operations, JamMar Music

Marlana T. Alden is the executive who protects the part most creators don't see—until it costs them. With nearly three decades of entrepreneurial and executive experience, she brings financial discipline, operational precision, and long-range strategy to artist development, recorded music operations, sync licensing readiness, and the stewardship of music intellectual property.

As Co-Founder and CEO/CFO of JamMar Music, Marlana leads the company's financial strategy and operational execution across releases, artist careers, and catalog assets. Her work sits where artistry meets business precision: structuring sustainable revenue models, guiding long-term growth, and ensuring music IP retains its value and integrity. Inside JamMar, her mandate is simple and non-negotiable: protect the asset—rights clarity, clean metadata, disciplined administration, and standards that prevent revenue leaks and missed opportunities.

Marlana plays a hands-on role in release strategy, commercialization planning, and rights-related decision-making for both emerging and established artists. She collaborates closely with artists, producers, managers, and industry partners to align creative vision with disciplined execution—building durable careers, not short-term moments. Her expertise also extends to catalog strategy and royalty-based assets, with an emphasis on longevity, transparency, and scalable growth.

On the sync and publishing side, Marlana oversees sync & publishing administration aligned with BMI workflows and supports artists with licensing readiness—ensuring works are properly documented, registered, and positioned for sync opportunities. Recent activity includes JamMar's involvement in Netflix's *The Lincoln Lawyer* (Season 4, Episode 3, released February 5, 2026). This year, she is also supporting multiple film opportunities currently in development (details confidential until cleared), ensuring documentation and asset readiness match the level of the opportunity.

Clients work with Marlana when they want the business handled like a real operation: clear standards, ethical strategy, and decisions that hold up long after the release.

Educated at the University of Texas at Austin (Textile & Apparel Design), Marlana developed an early mastery of structure, aesthetics, and creative systems—skills she later translated into branding, marketing, and executive leadership in music. She is deeply committed to mentorship and leadership development, helping creators understand not only the creative side of music, but the business frameworks that sustain real careers: integrity, discipline, and long-term thinking.

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

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