

JAMAICA A. JOHNSON

Chief Business Development Manager (CBDM) | Music & Entertainment Executive | Strategic Business Development | Industry Relationships | Sync Opportunity Development

30+ YEARS Music & entertainment	ATLANTIC RECORDS Major-label foundation	A&R + DEVELOPMENT Artist & project strategy	SYNC + PARTNERSHIPS Opportunity development
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Executive Profile

Jamaica A. Johnson is a veteran music and entertainment executive with more than three decades of experience across major-label marketing, artist development, A&R-related consulting, live entertainment, strategic partnerships, and business development. His career has been built on relationships, market instinct, and the ability to recognize where artists, projects, brands, and decision-makers can create real commercial alignment.

As **Chief Business Development Manager of JamMar Music LLC**, Jamaica leads strategic business development, industry relationships, opportunity sourcing, introductions, partnerships, and sync opportunity development. His strength is the front end of opportunity creation: understanding what decision-makers need, identifying the right fit, opening the relationship, and helping move qualified projects into serious industry conversations. JamMar's Business Affairs function provides the contractual, financial, publishing, licensing, royalty, rights, and administrative framework for opportunities that advance.

Major-Label Foundation: Atlantic Records

Jamaica began his music-industry career in the early 1990s at **Atlantic Records**, progressing from intern into marketing and promotional work during an approximately decade-long tenure. His Atlantic-era experience included campaigns associated with commercially successful and RIAA-certified Gold, Platinum, and Diamond releases.

Selected artists and projects associated with that period include **Tupac Shakur, Dr. Dre, Snoop Dogg, Stone Temple Pilots, Matchbox Twenty, Jewel, Kid Rock, LeAnn Rimes, Jimmy Page and Robert Plant, Tori Amos, Aaliyah, Lil' Kim, Mark Morrison, Sugar Ray, and Quad City DJs**, among others.

Independent Expansion & A&R;

After Atlantic, Jamaica expanded into independent ventures spanning music marketing, production, promotion, booking, artist management, artist development, and independent A&R consulting. He launched the boy band **Nu Ground**, which later appeared in episodes of *Guiding Light*. Nu Ground member **Drew Seeley** later became widely known for work connected with Disney's *High School Musical*, including vocal work associated with the first film and participation in the live tour.

Jamaica also worked with **Kevin Cossom** during his early career development; Cossom later established a successful career as a songwriter and producer. Jamaica's post-label work has also included relationship development and A&R-related activity involving companies such as **Universal Music Group, Sony Music, Warner Music Group, 300 Entertainment, Def Jam Recordings, Capitol Records, Warner Chappell Music, Elektra Records, Motown Records, and Epic Records**.

Current Leadership at JamMar Music

Today, Jamaica focuses on **strategic business development, industry relationships, sync opportunity development, artist and project opportunity development, catalog opportunity identification, and brand and entertainment partnerships**. His work is designed to create access and alignment - connecting artists, creators, projects, brands, producers, venues, and decision-makers where there is a credible business fit.

Recent and career-wide project relationships include **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.)**, among others. The nature and scope of each relationship may differ by project.

Sync Opportunity Development

Jamaica approaches sync from the relationship and opportunity side: understand the creative brief or buyer need, identify music that may fit, and help create the right introduction. JamMar then emphasizes the professional infrastructure required for serious consideration - clear rights, accurate splits, reliable metadata, properly prepared assets, and organized delivery.

Recent JamMar-supported sync activity includes **"Suavecito" by JTXL / NU3VO**, featured in Netflix's *The Lincoln Lawyer*, Season 4, Episode 3, released February 5, 2026.

Career-Wide Network & Market Reach

Jamaica's career has crossed music, brands, live entertainment, film and television, and producer networks. Professional relationships and career intersections have included producers and executives such as **Timbaland, Scott Storch, Mannie Fresh, Cool & Dre, Austin Leeds, David Geffen, Scooter Braun, Sylvia Rhone, Damon Dash, Johnny Wright, and Donna Wright**, among others.

Brand, venue, platform, and community associations reflected in his career history include **Hard Rock Live Orlando, Universal CityWalk, Bacardi, Pepsi, Coca-Cola, Spotify, Orlando Magic, LIV at Fontainebleau, H&M, DKNY, AMC Theatres, Give Kids the World Village, St. Jude Children's Research Hospital, and Full Sail University**, among others. His live-entertainment experience also includes projects associated with venues ranging from the **Alamodome** in San Antonio to **Moshood Abiola National Stadium** in Nigeria.

Legacy & Ongoing Impact

Jamaica's career is defined by adaptability, relationship-building, and an instinct for opportunity. Across major-label and independent music, he has spent decades learning how artists, executives, buyers, brands, and creative teams make decisions - and how the right introduction, made at the right time, can change the trajectory of a project.

At JamMar Music, that experience is focused where it creates the greatest value: **opening doors, developing relationships, identifying opportunities, and helping position serious projects for the next conversation**. JamMar pairs that front-end business development with disciplined Business Affairs, rights administration, and execution standards designed to protect the opportunity once it is created.

Relationships create access. Preparation creates leverage. Execution creates value.

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

ROLE & AFFILIATION NOTICE: Career references in this biography reflect work, relationships, or project intersections across different employers, companies, projects, and periods. Unless expressly stated, they do not imply current affiliation, endorsement, representation, partnership, ownership, or authority to bind any third party. Jamaica A. Johnson's current JamMar Music LLC role is Chief Business Development Manager. Final contractual, financial, publishing, licensing, royalty, intellectual-property, and other binding JamMar matters are handled through the Company's authorized Business Affairs and approval process.