



MARLANA T. ALDEN

Co-Founder & CFO

Executive Profile

A visionary business leader with three decades of entrepreneurial excellence, Marlana T. Alden stands as the strategic architect behind JamMar Music. As Co-Founder and CFO, she masterfully combines strategic foresight with creative intuition to establish market dominance across entertainment, fashion, and music sectors. Her exceptional ability to identify untapped potential and execute with precision has become her hallmark, particularly in navigating high-stakes negotiations and structuring transformative artist partnerships.

Creative Foundation & Strategic Vision

Marlana's academic foundation from the University of Texas at Austin profoundly shapes her distinctive business and leadership approach. By artfully blending aesthetic principles with commercial innovation, she consistently pioneers strategies that redefine industry standards. Her remarkable ability to transition seamlessly between high fashion and entertainment sectors exemplifies her versatility in translating creative expertise into measurable market success, cementing JamMar Music's position as an innovator in the global entertainment landscape.

Strategic Integration & Market Evolution

Marlana's exceptional business acumen shines through her orchestration of strategic mergers into a unified, powerful enterprise. Her leadership has been instrumental in building a dynamic brand with expanding global influence. During 2023-2024, working in concert with Jamaica, she orchestrated landmark deals enabling ultra-high-net-worth investors to acquire premium music

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catalogs while simultaneously forging partnerships with elite entertainment studios. These strategic ventures leverage JamMar's extensive industry network, advancing careers across the spectrum from established artists to emerging talents.

Mission-Driven Leadership and Social Impact

Beyond commercial success, Marlana's vision encompasses a profound commitment to cultivating future business leaders. Her mentorship philosophy centers on developing professionals who balance commercial acumen with artistic sensitivity. Through her guidance, emerging talents learn to harness creative vision while developing the strategic business mindset and ethical foundation essential for meaningful, sustainable success in the evolving entertainment landscape.

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