

MARLANA T. ALDEN

Chief Executive Manager (CEM) | CFO

Business Affairs | Financial Oversight | Sync & Publishing Administration | Recorded Music & IP Operations

Executive Profile

Marlana T. Alden is an executive and entrepreneur with nearly three decades of experience translating creative vision into disciplined business execution. As **Chief Executive Manager and CFO of JamMar Music LLC**, she oversees executive management, Business Affairs, financial strategy, operational controls, sync and publishing administration, recorded-music operations, and the stewardship of music intellectual property.

Her work sits at the intersection of creativity, rights, and enterprise value. Marlana focuses on the infrastructure that allows creative assets to move professionally: clear documentation, accurate metadata, defined rights, disciplined administration, realistic financial controls, and commercially sound decision-making. Her objective is to protect value before preventable gaps become lost revenue, delayed opportunities, or avoidable disputes.

Leadership at JamMar Music

Marlana directs JamMar Music LLC's executive and financial operations and oversees the Company's Business Affairs and approval framework. Her responsibilities include contract administration, financial oversight, publishing and royalty workflows, rights documentation, recorded-music operations, intellectual-property administration, and other material business matters requiring executive review and approval.

She works with artists, songwriters, producers, managers, and industry partners to align creative opportunity with professional execution. Her approach is deliberately structured: understand the rights, identify the commercial objective, document the deal, control the economics, and build systems that can support long-term growth.

Sync, Publishing & Rights Administration

On the sync and publishing side, Marlana oversees administration aligned with **JamMar Royal Publishing (BMI)** and supports licensing readiness by helping ensure works are properly documented, registered, organized, and prepared for professional review. Her work emphasizes rights clarity, accurate splits, reliable metadata, asset readiness, and disciplined follow-through across the licensing and royalty lifecycle.

Recent JamMar activity includes the placement of **JTXL's "Suavecito"** in Netflix's *The Lincoln Lawyer*, Season 4, Episode 3, released February 5, 2026. The placement reflects the operational standard Marlana brings to JamMar's rights and administration work: prepare the asset, document the rights, and execute with the level of organization professional buyers expect.

Entrepreneurial Perspective

Marlana's broader executive experience extends beyond music into creative business, branding, marketing, operations, and financial management. That multidisciplinary background informs how she evaluates music and entertainment projects: not only as creative work, but as intellectual-property assets that require positioning, protection, administration, and a sustainable commercial strategy.

Educated at **The University of Texas at Austin** in Textile & Apparel Design, Marlana developed an early foundation in structure, aesthetics, detail, and creative systems. She later carried those disciplines into entrepreneurship and executive leadership, combining creative judgment with the operational rigor required to build durable businesses.

Management Philosophy

Marlana is known for bringing structure to situations where creative ambition can otherwise outrun documentation, financial discipline, or rights administration. She believes serious creators and entertainment businesses should be managed with the same care applied to any valuable enterprise: know what is owned, know what is promised, know where the money moves, and document material decisions.

“Protect the asset. Protect the rights. Protect the business. Then build for the long term.”

Professional Focus

Executive Management & Business Affairs - company governance, contract administration, approval controls, and operational execution.

Financial Oversight - budgeting discipline, expense controls, commercial planning, and financial accountability.

Sync, Publishing & Rights Administration - registrations, rights documentation, metadata, royalty workflows, and licensing readiness.

Recorded Music & IP Operations - asset organization, catalog stewardship, release infrastructure, and long-term value protection.

Current Role & Impact

At JamMar Music, Marlana provides the executive structure behind the creative business. She is focused on building systems that make opportunities easier to evaluate, agreements easier to administer, rights easier to defend, and revenue easier to track. Her standard is simple: creative work should be supported by business infrastructure strong enough to survive growth, scrutiny, and change.

For artists, creators, and partners, that means clear expectations, professional documentation, disciplined execution, and an emphasis on long-term value rather than short-term hype.

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

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