

## **Biographical Information**

**Stephen McCord is a Sixteen-year veteran of the music and entertainment industry, starting with a college internship at Billboard Magazine's #1 voted "Best Overall Label" RCA Records in 1986 as a retail coordinator. Responsible for marketing multi-platinum artists including Alabama, The Judds, Lorie Morgan, and Clint Black.**

**Stephen spent 10 years with MCA Records/Nashville voted Billboard magazine's "Label of The Decade" 1991 -2000. During that time as Senior Director/Artist Development and A&R, he developed artists Wynonna, The Mavericks, Vince Gill, Trisha Yearwood, George Strait, Jimmy Buffet, and Reba McEntire to name a few.**

**In 1999, he formed Stephen Edward Entertainment, Inc. – an artist management and entertainment/sports marketing consultant agency, where he managed Grammy Award winning singer/songwriter, Rodney Crowell and consulted various record labels and independent recording artists.**

**Stephen also served as A&R/Marketing consultant for Compendia Music Group, a full service independent label and distribution company, who's artist roster includes legendary producer Sir George Martin, Joan Osborne, and Terence Trent D'Arby, Tony Rich Project, and Merle Haggard.**

### **Industry Achievements:**

- \* Developed and executed MCA Records deliverables for multi-platinum artist George Strait's multi-year national sponsorship with Anheuser-Busch's Bud Light brand: 1990 - 1993
- \* Developed and executed MCA Records deliverables for multi-platinum artist Trisha Yearwood's multi-year national sponsorship with Discover Card (Novis, Inc.): 1991 - 1995
- \* Conceived and co-produced Seagram Americas brand national Crown Royal Music Tour for three consecutive years: 1996, 1997 and 1998.
- \* Conceived and produced recording artist Joe Ely's national tour sponsorship with National Railroad Passenger Corporation (Amtrak) Executive produced award-winning documentary companion film.

\* Co-produced annual City of Hope Celebrity Softball game for Country Music Association's annual Fan Fair event: 1992 -1998.

#### ARTIST DEVELOPMENT

\* Senior Director of A&R and Artist Development/MCA Records: 1995 -1999. Artist projects included: George Strait, Reba, Vince Gill, Trisha Yearwood, Joe Ely, Wynonna Judd, Jimmy Buffett, The Mavericks and Lee Ann Womack.

\* ARTIST MANAGER for Grammy Award winning singer/songwriter, Rodney Crowell, Columbia Records recording artist Billy Yates and have provided consulting services for a wide range of various other major and independent record labels and recording artists.

\* Director of A&R/Compendia Music Group; 2001- 2003. Artist projects include: Sir George Martin (producer), Joan Osborne, Tony Rich Project, Terence Trent D'Arby and Ivan Neville.