

# LAWRENCE PERYER, JR.

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## PROFESSIONAL SUMMARY

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*Senior executive specializing in the applied convergence of technology, media, music and entertainment. Broad expertise including general management, business development, operations, strategy, marketing and M&A.*

- **Digital business strategist** for global music artists including AC/DC, David Bowie, Jonas Bros, Keith Richards, Madonna, Mariah Carey, Red Hot Chili Peppers, Rolling Stones, Sting, The Police, The Who and Tim McGraw, among others
- **Pioneering business operator** responsible for developing profitable digital businesses and business models in the entertainment space
- **Executive producer** of websites, DVDs, short films, broadcasts and special events
- **Nationally recognized digital business expert:** print, personal appearance and online media credits include *Rolling Stone*, *Wall Street Journal*, *Billboard*, *Hollywood Reporter* and others

## PROFESSIONAL EXPERIENCE

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**President & Founder**—23 Omnimedia, Inc. (New York, NY) 2008–Present  
*23 Omnimedia (www.23omnimedia.com) develops and manages new products and businesses for entertainment brands. Representative projects include:*

- Developed new rights-exploitation models for Comedy Central
- Led pre-acquisition technical due diligence for global entertainment company S2BN Entertainment
- Developed and manage virtual goods licensing program for Pink Floyd
- Lead product development, project management, global licensing and catalog exploitation for Keith Richards' Mindless Records; Produced releases for Keith Richards and the label
- Developed and executed social media strategy for *Wines That Rock*, a music-themed winery
- Lead artist acquisition and business development for officialCOMMUNITY, a leading provider of online community management and monetization services for music artists

**President**—UltraStar Entertainment, LLC. (New York, NY) 2001–2008  
*UltraStar (www.ultrastar.com) partners with major music and entertainment brands to develop and manage their online business presence through a combination of marketing and technical services; Since September 2007, a wholly-owned subsidiary of Live Nation.*

- Contributed to initial business plan in 1997; engaged as consultant in March 2001; hired as SVP Marketing Services in January 2002; promoted to president in May 2005. Executive management and P&L responsibility; Departments overseen included business development, marketing, client relations, customer service, IT and finance; Reported directly to division CEO (who was also parent company Chairman)
- Grew revenue from \$2M to \$16M
- Connected artists' online marketing efforts with those of their record label, tour, and sponsors; Lead cross-discipline teams to develop multi-media strategies for a diverse roster of artists across rock, pop, country and Christian
- Successfully negotiated marketing and promotions deals with Wal-Mart, Ticketmaster, AOL, Rolling Stone, VH1 and dozens of international concert promoters
- Led in-house product development in social networking, content syndication, e-commerce, wireless and digital that improved offerings to clients and enhanced customer experience
- Led client acquisition efforts, negotiated contracts and coached business development staff on pitches, deal analyses, proposals and term-sheets
- Identified business acquisition targets, negotiated deals, conducted due diligence, created post-acquisition integration plans, presented deals internally, implemented integration plans to drive synergies and savings
- Architected operational, product and marketing strategies to significantly drive revenue growth each year while maintaining ~35% operating margins and ~10% EBITDA:

- Vice President, Marketing**—IMIX.com, Inc. (Stamford, CT) 1998–2001  
*IMIX.com was an online music company whose products allowed users to create their own compilation music CDs and video DVDs. Built and hosted private-labeled e-commerce solutions for major entertainment clients including Tower Records, WCBS-FM in NYC, and CDNOW.*
- Negotiated strategic alliances with marketing partners; managed key relationships with major music retailers (Musicland, Transworld, Tower Records); leading web firms (MSN, CDNOW, AMFMI); and record labels (Warner Bros. Jazz, Elektra, Arista, Maverick)
  - Conducted consumer research to name and brand the company
  - Executive-managed customer service, business development, merchandising/sales promotion, B2B sales and creative services; developed and managed overall marketing strategy, grew staff from 3 to 30 with zero turn-over in internet boom job market
  - Created successful sales strategies that grew revenues from \$50,000 in 1998 to over \$2MM in 2000

- Account Relations Consultant**—DoubleClick, Inc. (New York, NY) 1997–1998
- Developed and trained a 6-person sales force in successful account management techniques
  - Analyzed ad campaigns on the DoubleClick Direct advertising network
  - Negotiated advertising contracts worth several hundred thousand dollars each with then-leading buyers of direct marketing including Cendant, Four Points Digital and CoolSavings.com

- Director, Business Development**—CD Universe, Inc. (Wallingford, CT) 1996–1997  
*CD Universe is a pioneer in online music sales.*
- Planned and implemented business launch plan; negotiated initial terms with suppliers
  - Developed, applied and analyzed overall marketing/PR strategies; managed six-figure ad budget
  - Grew sales from \$0 to \$10 million within 15 months using creative marketing tactics
  - Managed graphic design team and outside vendor to develop site design and advertisements
  - Designed and managed the ground-breaking Link Partners Program, a commission-based reseller affiliate program, one of the industry's first
  - Negotiated high-profile cross-promotion/co-branding programs with other Internet businesses

- Owner**—The Space Between, (New Haven, CT) 1992–1997  
*The Space Between was an online/mail-order bookstore.*
- Developed and implemented a business plan that secured Small Business Administration funding
  - Created all marketing materials; developed and executed advertising/marketing strategies; managed storefront, online and mail-order businesses

## **EDUCATION**

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- Computer Science**—Southern Connecticut State University 1989–1991

## **CURRENT AFFILIATIONS & MEMBERSHIPS**

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Academy of Country Music, Altruik, Inc (advisory board), Capzles.com (advisory board), Country Music Association, Digital Video Professionals Association, National Academy Recording Arts & Sciences

## **SELECT SPEAKING ENGAGEMENTS & PANELS**

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Billboard Touring Conference (New York, NY, 2009) – Moderator “Brand New Key” Panel; ASCAP New York Sessions (New York, NY, 2009) – “Marketing from the Driver’s Seat”; Billboard Touring Conference (New York, NY, 2007) – “You Oughta Know” Panel; Web Marketing Conference (Monterrey, CA, 1999) - “Developing and implementing affiliate-marketing programs”; Web Advertising Conference (Monterrey, CA 1997) - “Online advertising ROI”; Internet in Business Conference (Amsterdam, 1997) - “Website promotion and marketing strategy”

## **PRODUCTION CREDITS AND REFERENCES AVAILABLE UPON REQUEST**