



**Manager Services
Overview & Capabilities 2024**



What is mtheory?

The mtheory manager services team is a group of marketing, finance, and strategic experts based in Nashville, New York, and New Orleans.

We partner with music managers to provide infrastructure, insight, and execution in a rapidly changing music industry.

Our services are comprehensive and bespoke to each of our partners based on their individual resource needs.



Some of Our Clients, Past & Present

- element 1
- Little Empire
- Whizzbang
- Gellman
- TMWRK
- Blood Company
- Prodigy Artists
- OOO Projects
- One Spark Entertainment
- Back Forty
- Punkdafunk
- UROK
- The Gray Slate
- STERN Management
- T.R.U.T.H.
- EQT

& Some of Their Clients...

- Twenty One Pilots
- Galantis
- Tyler Childers
- Brandy Clark
- Diplo
- Skrillex
- A\$AP Rocky
- SLANDER
- Ashe
- Sara Evans
- Shakey Graves
- SOFI TUKKER
- Jelly Roll
- Kacey Musgraves
- Tom Odell
- Blackberry Smoke
- Metric
- Sam Williams
- Masego
- Zac Brown Band
- Miranda Lambert



Our Services

At the end of the day, the employees at mtheory are additional members of the client's team, working in concert to achieve client goals. General support can take many forms, including:

- Dedicated mtheory Client Team – VP Marketing, Senior Director Marketing, Marketing Associate
- Weekly internal strategy calls
- Organization, Goal-Setting, Long-Term Planning, Process Optimization
- External partner communication
- On-the-fly availability for real-time strategy, problem solving, and feedback
- Boots on the ground capabilities
- Day-to-day and junior manager training
- mtheory Executive and Senior staff support and consultation
- Deal and contract review



Marketing Expertise

mtheory's marketing services adapt to the client's needs and priorities. The team's varied experience allows for expertise and execution in numerous fields including:

- Product management
- Marketing plan creation & maintenance
- Data-backed release strategy
- Creative marketing & content ideation
- Ancillary content strategy – post-release, lifestyle, brand development
- Digital best practice implementation
- DSP strategy – pitching, partner strategy, plan review
- Opportunities for inclusion in new partner features, programs, & betas
- In-depth release reporting & analytics
- Tour marketing strategy & execution – domestic & international



Touring Expertise

The mtheory Touring team assists with all facets of touring, from production & logistics to promoter relations and show marketing.

- Tour strategy & operations – tour deals and show deal review, routing, & general support with touring logistics
- Assistance with budgeting & financial planning
- Ticketing strategy & analysis – pre-sales, scaling, premium ticketing, VIP
- Access to touring partner network – agencies, vendors, personnel
- Show settlement assistance
- Implementation of best practices in tour marketing & on-sale strategy
- Promoter marketing plan feedback
- Connected Fan strategy & implementation – collecting fan data, contesting, charity/advocacy initiatives



Partner Support

mtheory currently works with **over 20 management companies** who represent **over 100 artists**. This allows our company to create and sustain meaningful relationships with partners across all facets of the music industry and provide well-vetted partner recommendations, bespoke opportunities, and always-current best practices to our Manager Services clients. mtheory assists in partner support in the following areas:

- DSPs / Streaming
- Creative
- Press
- Distributors / Labels
- International Marketing
- D2C / Physical
- eCommerce
- Brand / Lifestyle
- Publishing
- Sync / Licensing
- Financial Advice
- Radio
- Social Media
- Advertising
- Audience Development
- Insights & Analytics
- Website / SEO
- Cutting Edge Tech



Business Development

The mtheory senior team is available to participate in any prospective client meeting pitches as specialists and team members.

mtheory team can work with management company to develop pitch decks, artist analyses, and any other deliverables or output to benefit management company business development.



Key Deliverables

First 30-90 Days

First 30 days:

- Digital Audits
- Full optimization of digital properties
- Agendas for standing calls – internal & external including label, agent, social media agency, etc
- Organizational charts for artists' businesses

60-90 days:

- Fan-finding exercises
- Touring audits
- Goal-setting exercises (for individual artists and management company)
- Comprehensive, long-term marketing plans
- Analysis & optimization of Direct-to-Fan strategy (CRM/Email/SMS)
- Partner/Individual business analysis (ex: merchandise)



Key Deliverables

First 3 months to 1 year

3-4 months / Ongoing:

- Release highlight reports
- Data Studio tracking & reporting
- Weekly consumption & streaming analysis reports
- Release comparison analyses
- Tour ticket tracking analyses

6-12 months:

- End of year recaps/analyses
- Post-mortem analyses (album campaigns, tours)
- mtheory x client offsite planning & literature creation
- Artist business analyses
- Management company business analysis



Our Team

Cameo Carlson CEO

EVP Marketing/Digital, Universal Motown Republic
Head of Artist & Label Relations, Apple iTunes

Michael Corcoran General Manager

Artist Manager (Borman Entertainment & Nettwerk)
Tour Production Manager, Guster Touring

Carmela Frangella CFO

Accountant at Sweeney Connolly PC

Amy Davidson EVP of Touring

Tour Manager, Arcade Fire/Florence + The Machine
Business Manager, PS Business Management

Erik Pettie SVP of Artist Services

Head of Arist Strategy, Tunecore
VP of Digital Marketing & Brand Strategy, Cash Money Records

Ed Rivadavia SVP of Specialists

CMO, Songfluencer
VP of Digital, Sony Nashville

Kaitlyn Moore SVP, Client Teams

eCommerce Marketing Manager, Maverick Management
Client Services, Checkd.In



Our Board & Founders

Jon McMillan Founder & Partner

CEO, MPRS

Global Priorities Marketing Manager, WMG

J.T. Myers Founder & Partner

Co-CEO, Virgin Music Group

Head of 360 Strategy, WMG

Head of Corporate Development, WMG

Analyst, Lehman Bros. Merchant Banking

Nat Pastor Founder & Partner

Co-CEO, Virgin Music Group

Head of Corporate Development, WMG

M&A Investment Banking, Lazard Frères

Natasha Ziff Partner, Vice Chairman

Partner, World Surf League

Partner, WSL PURE

