

MAX MASON

Music Industry Relations | Artist Partnerships | Entertainment Strategy

Los Angeles, CA · maxmasonhq.com · Recording Academy Voting Member

EXECUTIVE PROFILE

Visionary music industry relations, artist partnerships, and entertainment strategy executive with 15+ years across A&R, talent development, strategic partnerships, music supervision, touring, catalog, gaming, film, television, digital media, and live entertainment. Trusted liaison between creative talent and business stakeholders, helping companies navigate the music industry, develop strategic partnerships, execute artist initiatives, and unlock opportunities across music, technology, gaming, media, and culture. Affiliated with 17 Grammy nominations and 7 Grammy wins; work spans Netflix's *Hitmakers*, Ringo Starr & His All-Starr Band, Quincy Jones Productions, BMG, HYBE, Warner Chappell, Kobalt, HBO, NBA 2K, FIFA, and The Recording Academy.

CORE EXPERTISE

Music Industry Relations · Artist Partnerships · Entertainment Strategy · Strategic Alliances

A&R Leadership · Talent Development · Artist Relations · Creative Strategy

Brand Partnerships · Business Development · Licensing & Rights · Music Supervision Support

Catalog Strategy · Talent Booking & Programming · Music for Film, TV & Gaming

Live Events & Venue Openings · Stakeholder Management · Cross-Functional Leadership

Team Building & Mentorship · Digital & Emerging Technology · Music + Culture Partnerships

PROFESSIONAL EXPERIENCE

Independent Consultant

Music Strategy | Artist Relations | Creative Partnerships | Business Development · Los Angeles, CA · 2023 – Present

- Advise artists, executives, brands, media companies, and entertainment organizations on music strategy, talent relations, partnership opportunities, and business development initiatives.
- Serve as A&R Consultant / Lead A&R for Netflix's *Hitmakers*.
- Facilitate high-value introductions between artists, creators, brands, executives, producers, managers, publishers, and entertainment stakeholders.
- Support music-related initiatives spanning television, film, gaming, digital media, live events, and emerging technology platforms.

Quincy Jones Productions

Vice President, A&R & Artist Relations (prev. Head of A&R + Senior Talent Manager) · Los Angeles, CA · 2018 – 2023

- Oversaw artist relations, music industry partnerships, talent development, A&R strategy, and cross-industry collaborations while serving as a primary representative and industry liaison for Quincy Jones.
- Built and maintained relationships with major labels, publishers, management companies, DSPs, entertainment platforms, creative agencies, and global partners.
- Identified, developed, signed, and managed talent across R&B, hip-hop, pop, jazz, soul, and contemporary music.
- Contributed to major placements across NBA 2K, FIFA, HBO's *Insecure*, and brand campaigns; supported original music tied to Netflix's *Quincy*.
- Helped secure partnerships with BMG, HYBE / Atlas / Big Machine, Warner Chappell, Kobalt, and other global music organizations.
- Supported live performances and venue openings including Montreux Jazz Festival and Q's Bar & Lounge Dubai.
- Built and led the A&R team; contributed to Grammy-winning and Grammy-nominated projects.

NBCUniversal

Music Supervision Consultant · Los Angeles, CA · 2017 – 2018

- Supported music supervision, rights clearance, creative research, and talent booking across television, entertainment, and media projects.
- Helped identify music opportunities for screen-based entertainment and supported licensing and creative approvals.

Powerline Entertainment

Senior Tour Manager + A&R · Los Angeles, CA · 2014 – 2017

- Directed international touring operations, artist logistics, and live entertainment coordination for Ringo Starr & His All-Starr Band and legacy acts including The Doobie Brothers, Toto, and Todd Rundgren.
- Supported A&R work connected to Ringo Starr's *Postcards from Paradise*.
- Contributed to sold-out tour cycles through financial oversight, production coordination, and stakeholder management.

Harvey Mason Media

A&R | Artist + Label Relations · Los Angeles, CA · 2011 – 2018

- Scouted, evaluated, and supported emerging talent across multiple genres.
- Built relationships with artists, producers, songwriters, managers, labels, and creative teams.
- Supported artist development, creative strategy, and music business planning.

Interscope / Universal Music Group

A&R Assistant · Los Angeles, CA · 2013 – 2015

- Assisted with artist discovery, song research, creative meetings, and project support inside a leading major label ecosystem.
- Helped evaluate talent, music trends, and emerging creative opportunities.

Underdog Entertainment

A&R & Studio Intern · Los Angeles, CA · 2005 – 2009

- Began music industry career at age 16, supporting A&R, studio operations, creative research, and artist discovery.
- Built the foundation for a career rooted in taste, relationships, and creative instinct.

SELECTED ARTIST & TALENT RELATIONSHIPS

Jacob Collier · Free Nationals · Erick the Architect · Dirty Loops · Yeti Beats · JULIA LEWIS · Doja Cat · Rae Sremmurd · Ringo Starr · Chaka Khan · Mark Ronson · Quincy Jones

SELECTED PARTNERSHIPS & COLLABORATIONS

Netflix · TikTok · Spotify · BMG · Warner Chappell · Kobalt · HYBE · Atlas Music · Big Machine · Ralph Lauren · Nike · Ubisoft · Playtika · The Recording Academy · NBA 2K · FIFA · HBO / Insecure · Montreux Jazz Festival · Q's Bar & Lounge Dubai

CAREER HIGHLIGHTS

- 15+ years of music industry experience across music, film, TV, gaming, live events, catalog, brands, and emerging technology.
- 17 Grammy nominations affiliated · 7 Grammy wins affiliated.
- Former Vice President, A&R & Artist Relations at Quincy Jones Productions.
- Recording Academy Voting Member · Netflix *Hitmakers* A&R Consultant / Lead A&R.