



# Vice President Music Strategy

A Filcro Media Staffing Music Television Network Executive Search by Tony Filson

Vice President of Music & Artist Relations  
Executive Search Review by Filcro Media Staffing



**Location** New York, NY, USA  
**Officer in Charge** Tony Filson reporting to CEO  
**Client** Music TV Network - Multiplex, Multicast, Multi-platform  
**Search** Vice President or Sr. Vice President - Music Strategy Label & Artist Relations

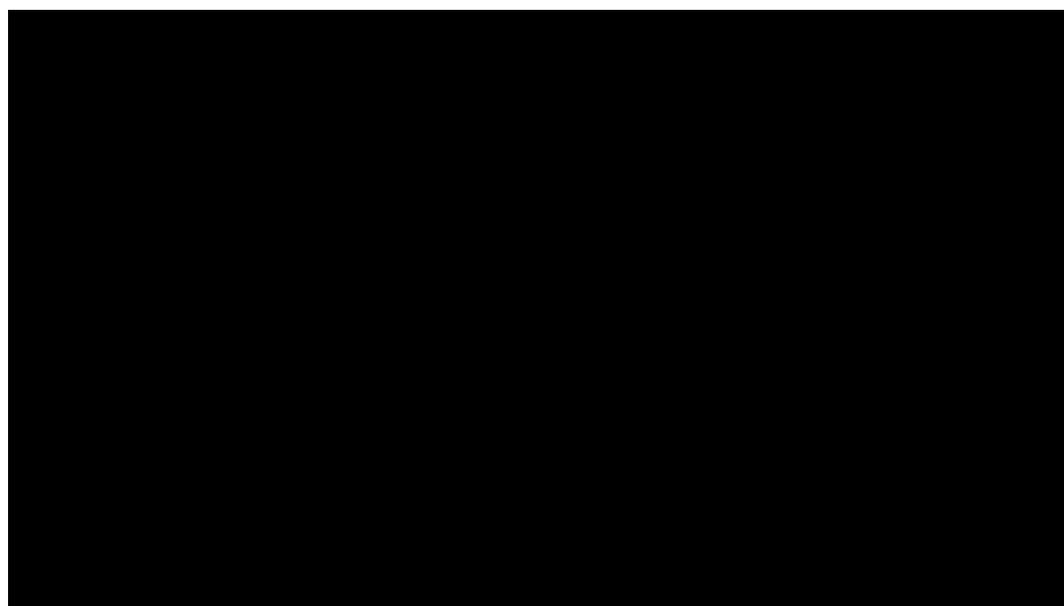
**Client Situation** The CFO, CEO and Chairman of the parent company had utilized Filcro Media Staffing in the past for similar searches in and out of the music genre. As a former VIACOM executive, the CEO asked Tony Filson to function as Officer in Charge of the search.

## Executive Search Committee Member Industry and Media Sector Inclusion

- Television Broadcasting
- Music Publishing and Production
- Online & Mobile Entertainment Programming
- Search Engine
- Social Networking
- Music & Sports Venue Entertainment

The executive search committee (ESC) unanimously voted to retain Filcro Media Staffing (FMS).

## Filcro Media Staffing is Retained



Filcro Media Staffing Tony Filson Officer in Charge of Search (OIC), met with the CEO and commenced with the search by first establishing the immediate and long term business goals determined by the CEO and CFO.

Filcro Media Staffing was provided with a strategic overview to review of where the board would like to see the firm from a structural and revenue perspective within 1-3 & 5 year increments.

Starting with (5) five diverse music genres as a multiplex broadcasting in over 100,000,000 million U.S. households as well as additional international markets, this Vice President of Music & Artist Relations would be required to bring forward the labels, artists and their management to participate in the TV programming required for each day-part as well as specials and concert series.

The media diversity and entertainment acumen of the board of directors brought about a quick consensus as who to the ideal Vice President or Senior Vice President would be. The board granted Tony Filson the financial latitude and autonomy to attract the best executive for the position. Ultimately, the proper experience was identified in a VP vs. SVP allowing for performance based incentives and assured continuity from an HR perspective so succession planning could take place as the channels expand from the original O&D charting.

## The Challenges Facing The New Vice President of Music Strategy & Artist Relations

- Evangelizing the benefits of appearing in 100 million households in a competitive space
- Going from (5) five to (20) twenty channels of music programming at the cadence

- Filcro Media
- Search Reviews
- CTO Review
- CIO Review
- CEO Review
- CRO Review
- President Review
- EVP Marketing
- EVP SVP Sales
- SVP Sales Ops
- SVP Sales Tech
- GM Station Group
- GM / Pres Review
- VP Corp Comm
- VP Online Ad Sales
- VP Music TV
- Mgr Corp Comm
- Dir Ad Sales
- Dir Network Tech
- Dir BO&E Review
- Dir Nat'l Ad Sales
- EP International
- Dir Research
- News Anchor
- CFO - CHRO M&A
- Chief Engineer
- Dir HR TV Net
- Art Director
- Talent Pay
- Practice Groups

prescribed by the CEO.

- Hiring staff as Directors, Managers and Associates of each music genre and or channel to replicate the SVP's modality.
- Establishing direct relationships for the Network with Artists, Artist Representatives, A&R, Product Management and CMO/CSO/CRO level label executives
- Creating an environment conducive to the music industry that fosters goodwill and immediate access for a diverse and sometimes fragmented constituency
- Assuring that independent and major labels are given equal access to the Network.
- Keeping the fans entertained by a diverse and at times unique experience not available with others in the same space
- Assuring that sales has an opportunity to showcase and build sponsorships through access to artists and their music.
- Developing a yearly roster of top entertainment for the Network's upfront presentation
- Understanding media and music dissemination for TV, Cable, Satellite, Mobile, Online, Social Networking and OEM distribution and monetization.
- Reviewing current music industry relationships for immediate TV appearances for affiliate sales and marketing ideation and creative services.

#### Filcro Media Staffing's Recruitment Solution



Filcro Media Staffing proceeded to identify the "best in industry" music and music TV executives with proven records of success in building similar organizations at the 3 to 5 year marks proposed by the CEO.

It would be essential that this Vice President or Senior Vice President have the capacity to exhibit the stability required to not only build but maintain continuity as "the go-to person" required within the music and TV industry. Someone who could make the upfront presentations a success with national advertisers and also fit in with highly creative music industry artists and their representation.

From a management perspective we needed an executive who could manage teams and their support infrastructure while working internally with programming and sales. Strategic and tactical capacity would be essential as the Network was being built-out.

As no single individual can be a musicologist across all genres the new VP could not be myopic in just urban, rock, Latin, pop or country music. We needed a music executive who with equal aplomb would assure that each channel was being contemporary to a demanding fan base across national geographics and diverse demographics.

#### Successful Vice President of Music Strategy Recruited



Filcro Media Staffing identified (5) five candidates based the CEO's criterion.

What ultimately differentiated the top two candidates were their entrepreneurial exposure as well as their experience with the top two music companies in the world.

After a series of five total interviews with Filcro Media Staffing, the CEO and his staff, it was determined that one executive clearly had the experience, skills and drive as well the capacity to express the growth and longevity required to be a success.

From a cultural perspective the VP hired had worked in small and large music companies and understood the growth and building process on a granular and strategic perspective.

With over 12 years of music industry experience working directly with artists and their representation she had a current pulse on the market across 4 critical music genres that were directly related to the Network's launch.

As a manager she successfully built teams and mentored a number of talented people who grew substantially and became part of previous succession plans very similar to the O&D chart collaboratively established by Tony Filson and the Network CEO.

From live music in large venues to major music labels and TV Network appearances she had a known reputation for "win-win" business deals that left the artists, labels, broadcasters and the fans all happy based on her dedication, interpersonal skills and music industry acumen.

With a unique sense of business affairs she was able to articulate the finer points of contract negotiations in a manner that facilitated quick turnaround time and prevented undo renegotiation of terms. Her clear capacity to conceptualize, formulate, plan, execute and bring things to fruition were apparent to those who reported to her and to those she reported to.

Also as a senior marketing executive with a major music label she proved that she could create markets that were non-traditional. This out of the box, entrepreneurial approach to business development impressed the CEO and CFO as they grew to understand her thought process and modality. It was clear that she could emulate her process and instill these characteristics in others as the Network grew.

A formal offer was made and accepted within five weeks of Filcro Media Staffing being retained. Candidates from New York, Los Angeles and Nashville all enjoyed the executive search process and two of the second tier candidates are being considered for other positions within the Network.



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Broadcast TV



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OEM & Multicast



DOOH

Filcro Media Staffing

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