
PARTNER/SENIOR ASSOCIATE ATTORNEY, SHRUM DISNEY & ASSOCIATES NASHVILLE, TENNESSEE

Member of the Nashville Entertainment & IP Inns of Court, American Inns of Court, Tennessee Bar Association, Nashville Bar Association, and Nashville School of Law Legal Aid Society.

Former Artist Manager/Chief Operating Officer of Artist Management Firm at Maximum Artist Group, LLC (now a division of Red Light Management)

Experienced Book and Record Company Executive who has facilitated annual sales revenues of as much as \$25+ million per year by leveraging annual marketing and administration budgets of up to \$2-\$3 million.

Enthusiastic Former Adjunct Instructor (nine years) at the world-renowned Belmont University, teaching “Entertainment Distribution and Promotion” in the film, television, recorded music, and book publishing industries.

Strategy and Brand Expert with 39 years of experience defining and capitalizing on product strengths and opportunities while minimizing weaknesses and neutralizing perceived threats to ROI.

Former Small Business Owner for 13 years who sustained an enterprise through a period of national economic turmoil, successfully facing the demands and challenges of setting and meeting defined goals, soliciting and acquiring new clients/accounts, super-serving customers, and delivering on promises.

PROFESSIONAL EXPERIENCE

SHRUM DISNEY & ASSOCIATES | NASHVILLE, TN | 2022 – PRESENT

Boutique Entertainment, Intellectual Property, Commercial Law Firm

PARTNER/SR. ASSOCIATE ATTORNEY

Shrum Disney & Associates is one of Nashville’s premier entertainment law firms, a specialized boutique of experienced entertainment lawyers who collectively have 80 years of experience in the music, entertainment & legal professions. The firm is dedicated to protecting the intellectual property rights of creators, inventors, and entrepreneurs. The lawyers of Shrum Disney & Associates are creators and musicians at heart. Like most brothers in the 70’s, our founding partner, Mr. Shrum, and his two older brothers formed *Southwind*, a band in which he was the drummer. Mr. Disney grew up playing in bands throughout high school and college. Both Messrs. Shrum & Disney either teach, or have taught, at the prestigious Curb College for Music & Entertainment Business at Nashville’s Belmont University for over 15 years. They have dedicated their careers to defending creators and songwriters and helping them license, monetize, and exploit their intellectual creations. Our diverse clients, both past and present, weave a tapestry of personal experiences that make the firm what it is. Not only have we represented

some of the most recognizable names in the entertainment industry, business, and angel investing, but we have represented those who are just starting out and those in between. At Shrum Disney & Associates, we believe it is our job to help our clients succeed at whatever it is they do, whether they are venture capitalists, angel investors, entrepreneurs, music publishers, television and movie producers, authors, sculptures, songwriters, or business people. Each client comes to us with unique and diverse legal needs. It is our goal to treat each one as if they were our only client. That's why most of our clients have been with us for decades.

MAXIMUM ARTIST GROUP, LLC | NASHVILLE, TN | 2015 - 2023

25-Year Old Artist Management and Product Development Firm

CHIEF OPERATING OFFICER

Responsible for all company operations, business and legal affairs, along with engagement in strategic planning for each of the firm's clients. In addition, oversees the day-to-day management of select artists and projects. Maximum Artist Group, LLC is an artist management, music publishing, event and product development firm founded in 1998 by Mitchell Solarek. The current artist roster boasts Grammy® and Dove winners, certified Platinum- and Gold-selling projects, sold-out concert tours, highly-rated television appearances/projects, successful book projects, and more.

BELMONT UNIVERSITY | NASHVILLE, TN | 2009 - 2018

A private four-year liberal arts university.

ADJUNCT INSTRUCTOR

Recruited by the Curb College of Entertainment & Music Business at Belmont University in August 2009 to teach "Entertainment Distribution and Promotion" (EIS 3840) covering principles and practices of the distribution and promotion in the film, television, recorded music and book publishing industries. A second EIS 3840 class was added in Fall 2015. Each class is a 3-credit hour course running full semester terms. Class size: 25 students/semester.

WORTHY PUBLISHING | FRANKLIN, TN | APRIL 2012 – JULY 2015

A privately held, independent voice in inspirational publishing. Worthy has four divisions: Worthy Books publishes a broad spectrum of genres, including current events, pop culture, biography, fiction, spiritual growth, and Bibles. WorthyKids and its Ideals imprint create colorful, interactive children's books for ages 2 to 8, including VeggieTales and Berenstain Bears. Ellie Claire produces beautifully crafted journals, gifts and paper expressions. And Worthy Inspired publishes felt-need inspirational and devotional books.

VICE-PRESIDENT OF MARKETING

Joined this highly entrepreneurial-minded book publishing start-up 10 months after its commercial launch, leading strategic marketing and promotions. By leveraging a very modest \$600,000 annual budget, led a team of three staffers to facilitate top-line sales revenues in excess of \$12 million across 65+ book releases per annum. Responsibilities included serving on the Executive Committee, overseeing all book cover development, public relations, advertising (online and offline), in-store merchandising tools, video promotion, sales tools development, web presence, proprietary e-commerce development, trade shows, corporate identity, and more.

Key accomplishments:

- *Four Blood Moons*/John Hagee – *New York Times* bestseller with 750,000 units in print
- *Four Blood Moons*/John Hagee – ECPA-certified Gold Award for sales in excess of 500,000 units (2013-2014)
- *The Jeremiah Study Bible*/Dr. David Jeremiah, Executive Editor – 12 months as #1 selling Study Bible (Christian Booksellers Association) with over 250,000 units in print (2014)
- *Three Heavens*/John Hagee – *New York Times* bestseller and #1 selling Religious Trade Paperback (May and June 2015, Bookscan)

D-SQUARED ENTERTAINMENT | LAVERGNE, TN | JULY 1999 - APRIL 2012

A full-service Strategic Marketing, Artist Management, Media and Product-Development agency, focusing on nationally distributed family-and faith-based entertainment, services, and events.

FOUNDER / OWNER

Launched this start-up with a desire to run a “free agent” boutique agency after leaving the Vice-President of Marketing position at one of the “Big 3” Christian music companies. Solely responsible for all operations, business development, top-line revenue, bottom-line profits, financial planning, agency marketing and sales, client relations, customer service, vendor relations, cash flow management, contract negotiations (for the agency as well as for myriad client business operations), and more. Member of industry conference Task Force (2000-2012), chairing the marketing sub-committee (2011-2012).

Key clients included: Thomas Nelson Publishers; Zondervan House Publishing; Gener8Xion Entertainment; Providence Entertainment; Artisan Entertainment; Good Times Entertainment; Children of Faith; Here to Him Music (Howard); Tommy Nelson Publishers; Spring Hill Music; Centricity Records; Everland Entertainment; Legacy Learning Systems; Various recording artists; Various Film Projects (including “The Preacher’s Kid,” “The Cross-The Arthur Blessit Story,” “One Night with the King,” “The Omega Code,” “Carman: The Champion,” “The Glass Window,” “Test of Faith (documentary),” and others.

PROVIDENT MUSIC/BENSON RECORDS | NASHVILLE, TN | 1991 - 1999

Considered one of the “Big 3” faith-based music companies, the company was formed when its parent company merged three entities to create Provident Music Group. Provident is currently owned by Sony Music Entertainment, a worldwide music conglomerate.

VICE-PRESIDENT OF MARKETING

Leveraged discretionary and operations budgets of a combined \$2 million per annum, leading to yearly sales of nearly \$20 million. Managed a staff of up to 10. Created and implemented strategic branding and marketing plans for as many as 25 product releases each year. Developed and implemented strategic branding, sales and product development initiatives as part of Executive Leadership Team. Represented company at various conferences and industry strategic planning meetings.

Key accomplishments:

- “Butterfly Kisses”/Bob Carlisle – RIAA-certified Double-Platinum Record
- “Pages of Life”/Fred Hammond – RIAA-certified Platinum Record
- “The Basics of Life”/4HIM – RIAA-certified Gold Record
- 4HIM career sales of nearly 5 million units

REUNION RECORDS | NASHVILLE, TN | 1990 - 1991

A boutique recording and publishing company founded by the managers of Amy Grant and Michael W. Smith, two premiere recording stars especially in the faith-based genre.

DIRECTOR OF MARKETING

Directed the marketing planning and implementation of as many as 10 product releases yearly. Managed discretionary marketing budgets in excess of \$500,000 per annum, resulting in top lines sales of nearly \$8 million per year. Represented company at various conferences and industry strategic planning meetings. Managed a staff of four.

Key accomplishment:

- “Go West Young Man”/Michael W. Smith – RIAA-certified Gold Record

THE DISNEY GROUP, INC. | NASHVILLE, TN | 1987 - 1990

A one-man agency specializing in marketing, media and artist management.

FOUNDER / MAJOR SHARE HOLDER

A marketing, media and artist management firm focused on faith-based recording artists and record labels. Handled all publicity for Word Records, one of the “Big 3” Christian record companies. Responsible for marketing and media planning for various clients while also providing day-to-day artist management services for management clients.

Clients included: Steven Curtis Chapman, Word Records/Nashville, Mark Lowry, and more.

WORD RECORDS | NASHVILLE, TN | 1985 - 1987

One of the “Big 3” faith-based entertainment companies then-owned by ABC/Cap Cities, now owned by Warner Bros. Music.

PUBLICIST

Designed and implemented all publicity efforts for the Nashville division. Duties included publicity planning, writing of press releases and artist biographies, managing company history components, media relations on behalf of artists and projects, managing third-party vendors including photographers, videographers, printers, designers, etc.

EXTRA-CURRICULAR

Member
Nashville Entertainment & IP Law Inn of Court

Member
Tennessee Bar Association

Founding & Current Board Member
Standing with Hope, Inc.

Professional Member
Gospel Music Association

Former Task Force Chair
Gospel Music Association

Member
Lifepoint Church/Smyrna, TN (2000-Present)

Deacon
Belmont Heights Baptist Church | Nashville, TN (1996-2000)

EDUCATION

Nashville School of Law | Nashville, TN (2018-2022)
Juris Doctorate (g2022)

Belmont University | Nashville, TN (1984-1986)
Bachelors of Business Administration (1986)

University of Kentucky | Lexington, KY (1980-1982)
Civil Engineering

Marshall University | Huntington, WV (1979-1980)
General Studies