

Mr. IAN FAITH

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CEO Executive Summary

Management / Marketing / Creative / Business Development

An entrepreneur, a dynamic professional and self-starter. A leader with vision and integrity, committed to producing high quality results and completing projects on time and within budget. Ian is a strategic thinker and planner, skilled in the design and execution of brand building, and possesses outstanding leadership and teambuilding skills that generate optimum productivity and performance. He is committed to overachieving corporate objectives with a solid history.

KEY MANAGEMENT STRENGTHS

- Solution Focused Decision Maker
- Strategic Business Planning
- Efficient Meeting Leader
- Project Implementation
- Sales & Profit Focused
- Problem Solving
- Budget Focused
- Communications & Relationships
- Product Development
- Building Industry Relationships
- Team Building & Management
- Public Speaking & Engagement

CORE QUALIFICATIONS

- Strategic Business Planning
- Marketing Plan Development
- Skilled in Marketing
- Sales Training & Development
- Social Media Marketing & Optimization
- Artist & Repertoire Skills, Music Supervision
- Sales & Profit Focused
- Mac & PC Proficient

PROFESSIONAL EXPERIENCE

CEO - March 2004 – Present

Global Creative Group, Inc – Los Angeles, CA & Scottsdale, AZ

Running of operations and key decision maker. Developed business relationships with companies worldwide including Hal Leonard, Inc, MVD, Amazon, Apple Inc. Acquired assets that grossed over two million dollars. Negotiated contracts with attorneys and Fortune 500 Entertainment clients. Managed and oversaw various projects from inception to completion in a variety of fields. Built a catalog of copyrights and trademarks. Currently consulting for several small businesses including, NFPS and 60s Countdown Show.

President - May 2001 – March 2004

Sarinjay Entertainment, LLC – Los Angeles, CA

Managing multi-million dollar production budgets. Project planning from inception through implementation and completion. Raised investment capital of three million dollars from Venture Capitalists. Built marketing plans and the team to execute them. Product development, assets and inventory logistics. Negotiating contracts with Fortune 500 companies, Sony, Apple, Warner Brothers. Clients included Eminem, Bernadette Moley-Stoltz, and Ray Bradbury.

CEO - Jan 1996 – May 2001

Farren Music America, LLC – Redondo Beach, CA

Independent Record Label and Production Company making records for clients and releasing through M.S Distributing. Contract negotiations, marketing and decision-making.

Independent Contractor - Jan 1992 – Jan 1996

Lippman Entertainment – Beverley Hills, CA

Record Producer represented by Terry Lippman. Lippman Ent at the time was the #1 Producer representation firm in the world. Creative, Budgeting, Inspiring artists to get the best performances.

Lead Sales - Aug 1989 – Sep 1991

Harbour Music Sales – Sydney Australia

Music Instrument Sales. Specializing in selling high-end instruments including PRS, Gibson & Fender Guitars.

Senior Management - Dec 1988 – Jul 1989

Rhino Recordings – Sydney Australia

Audio Engineer in the Recording Studio for High Profile clients including; INXS and Midnight Oil.

Logistics- Jun 1986 – Jun 1988

Fedex – Coventry, UK

Routing of goods at the sorting facility. Knowledge of Postal Codes and border delivery allocations.

EDUCATION & CITIZENSHIP

Educated in the UK at Cardinal Wiseman,
Associates Degree Equivalent - 'A' Levels with Honors.

Green Card Holder and Selective Services 1992 - 2000
Ian became a United States Citizen in 2000.

PROGRAM PROFICIENCY

Microsoft Office – Word – Excel – PowerPoint – Entourage. Adobe Photoshop. Quark Xpress. Final Cut Studio –
DD Studio Pro – Final Cut Pro – Color – Motion - Compressor. Live Type. Podcast Maker. Dreamweaver.

REFERENCES

John Dameron – Senior Programs Manager – Quest Diagnostics

Neil Potter – District Manager – Guitar Center

Dave Brown – Advertising Executive – CBS Radio Phoenix

Mike Mena – General Manager - Ileana International – Public Relations Company

Hernando Courtright – Board Member – Chamber Players International

Sarah Mason – CEO – Cake Live

Contact information Available Upon Request.

Business Development & Sales
Management / Marketing / Creative / Business Development

Business	Total Generated, Raised or Saved.	Description and Notes
NuMedia Technologies Ltd	> \$200,000.00	Business Generated and Development Savings for Numedia Stack DAM
60s Bandstand Show™	> \$30,000.00	Angel Investment Raised
Jamalama.com	> \$50,000.00	Development Cost Savings for Web 2.0 Venture, online at www.Jamalama.com
Google/Youtube	> \$20,000.00	Premium Partner. Generated income with Ad supported content on Google Networks. Utilized SEO and Adwords skills.
Shadow Dancers™ Brand	> \$2,000,000.00	Sales and Licensing, direct using SEO and social media campaigns, trade shows and through distribution network. Licensed to 15 TV shows and movies.
Sunfly Ltd	> \$100,000.00	Negotiated direct distribution deals that saves them 20% on \$5m in revenue.
Apple Inc - iTunes	> \$75,000.00	Generated from catalog sales. Picked to Beta test the iTunes music store and Producer software under NDA.
VJWorld Visuals	> \$500,000.00	Sales and Licensing, direct using SEO and social media campaigns, trade shows and through distribution network.
Sarinjay Entertainment	\$5,000,000.00	The Business Plan I wrote was the structure for Venture Capital funding.
Crosspoint Ventures	\$950,000.00	Saved Company funds through due diligence and business evaluation.
Colin Hay – Lazy Eye Records	> \$1,000,000.00	Sales and Bookings. Led national marketing campaign that grew national sales. Took shows from <\$1000 to >\$15,000
Red Sands Dreaming	> \$200,000.00	Project Executive Producer, negotiated Atlantic Records deal. Generated sales and label advances.
Boo Yaa Tribe – Gawtti Ent	> \$500,000.00	Sales (Charted on Billboard Top Indie Urban) Brought in Eminem, Kurupt, W.C. Mack 10, others.
Heather Holley	\$1,000,000.00	Negotiated and sourced Publishing Deal with Windswept Pacific. Multi Platinum Awards.
ELICIT Productions	> \$3,000,000.00	Business Manager for ELICIT. Created Royalty Income through projects; (Christina Aguilera, Michael Jackson, Bernadette Moley) Multi Platinum Awards.
Yothu Yindi	> \$4,000,000.00	Producer of Gold and Platinum Selling Record, ARIA Awards, Australian Music Hall of Fame, Worldwide Sales, Year 2000 Time Capsule, Mushroom, Hollywood Records.
FIB Films	\$15,000.00	Raised Angel Investment, Independent Film Project, in process.
Class of The 70s Tour	> \$1,000,000.00	Coventured with Rich Reese to grow Touring Revenue, including relationship with Clear Channel.
CAAMA	> \$100,000.00	Created catalog value which led to Publishing Income via Warner Chappel Music.
Farren Music America	> \$250,000.00	Owner and Manager of Sales and Licensing of Music Catalog.