



BIO

Tracy Anderson is an entrepreneur, creative visionary and a brand influencer. Her experience spans over 30 years in the entertainment industry. She is considered to be a pioneer and music industry veteran in the Hip Hop culture, and has been awarded RIAA plaques for her contributions to music.

Tracy was born and raised in the **East Bay Area**. She began her career as a music industry executive working for one of the biggest selling rap artist in the world, MC Hammer. While doing marketing for his record company (*a joint venture with **Capitol Records***), MC Hammer sold over 10 million records worldwide (*50 million records sold globally to date*). Making him the first rap artist to be certified Diamond in sales. He was also one of the most financially endorsed entertainers in the 90's, paving a trail for today's top Hip Hop entrepreneurs.

Tracy was promoted to the Director of Publicity for the label and supported the management arm that consulted the careers of Heavy D, Whodini, Doug E. Fresh, Eric B (Eric B & Rakim), Ralph Tresvant (New Edition), Troop and many others.

She later relocated to Los Angeles and accepted a position working for **Qwest Records**, owned by entertainment industry icon, **Quincy Jones**. There, she supported the publicity efforts for Quincy's multi-platinum album, "**Q's Jook Joint**", The Winans, Tevin Campbell, Ray Charles, Andrae Crouch, Dori Caymmi, Lena Horne, Joy Division, Keith Washington, Carmen McCrae, TaTa Vega, James Ingram, Patti Austin, New Order, Saafir, Tamia and many more.

She was then promoted to **Creative Manager at Quincy Jones Music Publishing (Warner/Chappell)**, collaborating with such writing talents as Portrait (Capitol Records), Rory Bennett, Siedah Garrett, JoJo & K-Ci (MCA/Uptown/Universal), Faith Evans (Bad Boy) Heavy D (Uptown/MCA), Mario Winans (Bad Boy/Arista), Notorious BIG (Bad Boy), Rodney & Fred Jerkins (Darkchild Ent.), Tupac Shakur (Interscope), Michael Bivins (Biv10/Motown) and many other major writers, producers, labels, musicians and music publishing companies worldwide.

There, she also managed Quincy's extensive music catalogue, negotiated licensing contracts for sample clearances, signing new writers, sync licensing deals of music such as Quincy's *Soul Bossa Nova* as the main theme for the hit movie series *Austin Powers*.

Tracy is now the Founder and CEO of **The International Creative Executive Association and Plush Life Media**. ICEA will create digital content, conferences, and will educate and mentor creative executives across multiple business platforms globally. **Suite 444** is an arm of this organization that will offer exciting content for creatives to be announced.

Her established company, **Plush Life Media** is a multimedia company, offering business consulting, business classes, film, radio and television content. They offer social media marketing and brand development.

Tracy can be seen on KOFY TV as a music expert panelist on, "I Remember That Song" (*Purple Cherry Productions*) every Saturday at 4:00 pm PST.

She is penning her first book, an autobiography to be published in 2020.

For speaking engagements:

Contact Us: tracydanderson.com

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