

Jeanine McLean - Williams
MBK Entertainment Inc.
President/Managing Partner

MBK Entertainment Inc. is a multi-media company established in 1996 that has adopted the Motown motto of investing time and energy into artist development and creating a family style environment that fosters creativity. MBK Entertainment currently represents multi Grammy Award winning artist HER, Epic records artist Lonr and over the last decade MBK forged the career of another multi Grammy Award winner Alicia Keys and has had tremendous success with other artists, Tyrese Gibson, Lyfe Jennings, Allen Stone, Brandy Norwood, Epic Recording artist Keyshia Cole, RocNation artist Justine Skye, Tiara Thomas, Dawn Richard and Elle Varner.

As part of the powerhouse management team for MBK Entertainment, Jeanine has garnered a reputation for being a hard-nosed business woman but with a nurturing spirit. Having extensive experience in the Fortune 500 world of real estate development and running her own touring business with offices in both NY and Dusseldorf, Germany, Jeanine has fine-tuned the art of negotiating a deal. She has used those carefully honed skills to negotiate a number of strategic partnerships between MBK artists and a variety of brands i.e. Lexus, Vitamin Water, Fender, and many others. That passion for marketing has led Jeanine and her partners to create a strategic marketing and branding company called The Aston Agency which she is the CEO. The Aston Agency focuses on bringing products exposure thru video product placement, online and digital campaigns as well as traditional tour partnerships. The Aston Agency is also creating ancillary opportunities for their clients such as clothing lines, cosmetic lines, signature hair lines, and boutique retail establishments. Staying ahead of the curve Jeanine has forged partnerships in the tech space working with a new and exciting fan club app called WR1, a social gathering app called Woez and the international gaming app company Caleta Gaming. Jeanine is also part owner of the MBK entity, Some Like It Hot Publishing. Outside of corporate and entertainment business endeavors, philanthropy is a strong passion that is growing stronger every day. Jeanine has served on the planning committee for the TJ Martell Foundation that raises money for breast cancer research and awareness campaigns, as well the NY based Determined to Educate which raises funds for college scholarships and social services for teen girls and is currently on the board for Bring The Noise, created by the artist HER, whose focus is bringing instruments and music programs to students in impoverished school districts.

Industry Accolades and Affiliations:

2014 ASCAP WOMEN IN MUSIC AWARD
2014 TOAST TO URBAN MUSIC EXECUTIVES AWARD
Advisory Board for WR1 app
Advisory Board for The Wanted Hologram Concert Series
Advisory Board for Creative Agency

Film/TV Credits:

Executive Producer of Focus Films, **Pariah**
Executive Producer for WeTV series, **SWV Reunited**
Executive Producer for VH1, **K Michelle: Rebellious Soul The Musical (co-produced with Idris Elba)**

www.mbkentertainment.com