



Ricky Schultz

A senior music industry executive with over thirty years jazz experience, Ricky Schultz is a passionate, lifelong music fan and collector, Mr. Schultz has held Vice-President positions at Warner Bros., MCA, and the Los Angeles Chapter of the Recording Academy, where he also served on the Grammy Jazz Screening Committee for 12 years. He is the founder and President of Zebra Records, and has produced or executive produced more than 100 albums, plus live events and received two Billboard Video nominations.

While at Warner Bros. he was instrumental in developing the careers of Pat Metheny, Al Jarreau, David Sanborn, Larry Carlton, Fourplay, Boney James, Joshua Redman and Loreena McKennitt. His signings of Enya and Boney James generated over \$250 million in domestic sales. He was instrumental in breaking platinum artists Seal and k.d.lang. He also signed Jaco Pastorius and leading independent children's label, Music For Little People.

Mr. Schultz conceived and directed MCA's re-entry into the jazz market, becoming Billboard's # 1 Jazz label its first three years with annual sales exceeding \$15 million. His signings and successes included: Michael Brecker, Larry Carlton, Keiko Matsui, George Howard, Yellowjackets and the Rippingtons. He reactivated Impulse! Records (producing 3 of their # 1 albums) and signed the GRP label for distribution creating the foundation of what would become the Verve Music Group, adding \$75 million in valuation to the corporation.

Earlier in his career, Mr. Schultz was chosen as keynote speaker for the 1988 Jazz Times convention, and served as the first Jazz Editor for Black Radio Exclusive. He has authored numerous published articles, liner notes, and served as moderator on scores of industry panels. His *Word of Mouth Marketing* firm consulted virtually every major label on marketing to the adult consumer, and served as the US distributor for European jazz labels Enja and Timeless.

A former broadcaster, Mr. Schultz hosted daily programs for nearly five years in Boulder and Denver, CO. He is conversant in Spanish and holds a B.A. in Radio & Television and a M.S. in Telecommunications. He has served on the faculty and advisory board of UCLA Extension; as the first Jazz Director for the prestigious Santa Fe Chamber Music Festival; and received training and certification as a business analyst by the George S. May Corporation.