

# Kedar Massenburg

## *Kedar Global*

Kedar Massenburg's life has been interwoven with a diaspora of music and entertainment from international hip-hop, R&B, and Neo-soul, to film production, product development and beyond. The genesis of today's global music industry is rooted in the movement that he was instrumental in sparking. Born and raised in Brooklyn, New York, Massenburg lived the lifestyle that birthed hip-hop. Becoming a major power player in the music business, he managed the legendary hip-hop groups Stetsasonic and Freestyle Fellowship. Having a vision for his career, wanting to manage his clients with the utmost legal and business expertise, Massenburg decided to earn a law degree from the University of North Carolina at Chapel Hill, following his bachelor's degree from Central State University in Ohio.

Primed for success in music, he founded Kedar Entertainment in 1996. Massenburg exemplified acute foresight and revived soul music by coining the term "Neo-soul", which inspired a music cultural revolution when he launched the careers of Erykah Badu, D'Angelo, and Chico DeBarge. He managed every aspect of their careers, from shaping their homegrown stories to crafting their images, including Erykah Badu's head wrap and D Angelo's signature cornrow braids. Despite skeptics and nonbelievers, his strategic efforts resulted in the successful reception of the Neo-soul genre, attracting collaborations with A-list artists, making a dramatic impact in contemporary fusion. Since then, Massenburg's Neo-soul has become an iconic movement around the world.

In 1999, Universal Music Group acquired Kedar Entertainment while simultaneously offering Massenburg the position of CEO and President of Motown Records. Sought after for his unique style of hit-making, visionary leadership, he was the driving force behind a host of popular signings and highly regarded acts. At Motown, Massenburg was instrumental in reviving the iconic Motown brand by directing the overall business, while overseeing the talents legends Stevie Wonder, Diana Ross, and Smokey Robinson, and staging the comeback of The Temptations, that resulted in a Platinum plus album and earned a Grammy award. During his tenure and under his direction, Brian McKnight and 702 had the best-selling albums of their careers, while Massenburg also discovered and signed Grammy award-winning artist India Arie, Damien Marley, Stephen Marley, Kem, and others to the historic Motown label.

Like Motown founder Berry Gordy, Massenburg left Motown's illustrious culture-making history to propel his power making signature into the next millennium. As a "Master Visionary" with a rare talent for constantly envisioning the pulse of what's "next," Massenburg continues to influence the worlds of new media, TV, and film – as the CEO of his newest company, Kedar

Global Enterprises (KGE). Following his heart to bridge cultures, inspired by Latin and African music, he executive produced hit albums 'El Negreeto' and 'Akonda' in partnership with Akon (2019), fusing African sounds and vocals with Latin music. Continuing his legacy of creating new musical genres, and building his reputation for launching global movements, Massenburg's new venture bridges global cultures bringing to the world the new musical sound of AFRAETÓN.

Currently, Massenburg is a Producer of the upcoming documentary film *Loudmouth: The Life and Times of Civil Rights Leader Reverend Al Sharpton*, about civil rights leader, Reverend Al Sharpton (releasing 2021), and the Producer of the film's soundtrack. As Sharpton's strategic consultant, Massenburg joint ventured with Simon & Schuster to release his book *The Rejected Stone: Al Sharpton and The Path to American Leadership* (2014). He has also partnered with Vernon Lynch, Eddie Murphy's brother, to form 2020 Global Media whose first project will be to Executive Produce the *Coming to America 2* movie soundtrack to complement the film's release on December 18, 2020. To date, Massenburg has sold over 100 million albums as an Executive Producer, and he has earned 30+ awards including 10 Grammys. Established with decades of international impact, Kedar Massenburg's visionary influence continues to bridge cultures around the world.