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**Mark Johnson
Founding Member
Commission for Peace**

Mark Johnson is a Partner, Co-Founder and Chief Operating Officer of Times Square Live Media Enterprises, a digital broadcast and production company focused on the creation and distribution of immersive lifestyle entertainment, music, sports, gaming and cultural events for the future TSL Digital Broadcast Center at 1551 Broadway. TSLM Introduction

Founded in 2020, the company's first production was a benefit to provide nursing scholarships that aired on NBC Peacock featuring appearances and performances by Oprah Winfrey, Black Eyed Peas, Andrea Bocelli, Céline Dion, Stevie Wonder, Gloria Estefan, Emily Estefan, David Foster, Katharine McPhee, Josh Groban, Carole King, Maluma, Leslie Odom Jr., Pitbull, Allen Stone, The Wailers, Adrienne Warren, Billy Crystal and Whoopi Goldberg. NURSE HEROES LIVE!

For this special, Mark conceived and created a Nurse Heroes Choir, which went on to win the Golden Ticket to Hollywood on America's Got Talent 2021, making it all the way to the final round of contestants.

Mark has over 30 years of experience as CEO/COO/CMO leading both entrepreneurial and venture backed companies primarily in the Entertainment/Sports, Licensing/Branding/Advertising, and Digital Media sectors, with an entrepreneurial passion for the convergence of marketing, entertainment and technology. His work has won several industry awards, including the Peabody Award, Emmy Award, Addy and Adweek's Event Marketing Award.

Mark co-founded Align Entertainment Group LLC in New York City in January of 2007 as a talent management, branding and intellectual property rights company specializing in the entertainment marketplace. Through Align, Mark has worked with artists such as Andrea Bocelli, David Foster, Robert Redford, Bono, Mary J. Blige, Will.i.am, Kevin Costner, Whitney Houston, Sarah Brightman, Jackie Evancho, Michael Canitrot, Ruben Studdard, Lang, Charice, The Grammy's, Universal Music Group, Sony Music, LA Phil Presents (Disney Hall and the Hollywood Bowl), IMG Artists, The Beijing Music Festival, and Shanghai Symphony among others. Johnson also developed and Executive Produced television properties, such as "Hitman" and "The Hitman Returns", featuring David Foster with Andrea Bocelli, Celine Dion, Josh Groban, Michael Bublé, Barbra Streisand, Chaka Khan, Seal, Earth Wind and Fire, Kenny Loggins, Nayo, Charice, Brian McKnight, Blake Shelton, Boz Scaggs Michael Bolton and others; and "Ella" a feature film in pre-production with a screenplay by James White ("Ray"). Johnson also has extensive experience developing and licensing media properties and producing global tours and concerts.



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Johnson was the Founder and CEO of PRIMEDIA Communications, a media production, advertising and licensing agency, from 1985 until its acquisition in 2000. Johnson created and produced the Montreux Atlanta International Music Festival in partnership with The Montreux Jazz Festival in Switzerland. He presented over 600 concerts in the US and internationally. Primedia also created, produced and activated integrated marketing strategies, advertising campaigns, strategic business alliances and licensing initiatives for Fortune 500 companies, professional sports properties (NFL Players Inc.) and international entertainment properties (Grammys). As the agency of record for NASCAR from 1995 until 2000, PRIMEDIA was instrumental in transitioning NASCAR from a sanctioning body into an entertainment sports property.

Johnson was part of the founding team of the House of Blues, developing the HOB Concept and responsible for extending the brand into television, radio, internet and touring properties. Johnson negotiated partnerships with Coca-Cola, CBS, Turner Broadcasting and the US Olympic Committee for HOB Properties.

Johnson has developed strategic initiatives and product launches for companies such as Anheuser- Busch, American Express, Coca-Cola USA, DaimlerChrysler, Eastman Kodak, Frito-Lay, General Mills, Mattel, M&M/MARS, McDonald's, McIlhenny Company, Miller Brewing Company, Nabisco, Pepsi, PepsiCo Wines & Spirits International, R.J. Reynolds, Seagram America and Sprint. He has created and activated marketing and licensing strategies for properties such as NFL Properties, NFL PLAYERS INC, Trump Properties, NASCAR, U.S. Olympic Track & Field Trials, 1996 Centennial Olympic Games, City of Atlanta, City of New Orleans, International Speedway Corporation, MCA Entertainment, Montreux Jazz Festival, NBC Television, New Orleans Jazz and Heritage Festival, Radio City Music Hall.

SELECT PROJECTS

- International licensing expansion for the Montreux Jazz Festival, Switzerland
- Concepted and negotiated licensing agreement between MJF and City of Atlanta
- Inducted into the Montreux Legends Club in 2019
- Producer of the Montreux Atlanta Jazz Festival from 1988 – 1994
- Featuring performances by Miles Davis, Ornette Coleman, McCoy Tyner, Dr. John, Dizzy Gillespie, Al Jarreau, Chick Corea, Nina Simone, Wynton Marsalis, Albert King, The Crusaders, Johnny Griffin, Charlie Haden, Paul Winter, Art Ensemble of Chicago, Brecker Brothers, Wayne Shorter, Larry Carlton, John Mayall, Buddy Guy, and many more.
- International syndication of radio properties for Jefferson Pilot Communications
- Executive produced and syndicated AC programming (“Jazz Flavours”) to 48 markets in 32 states, 2 networks in Europe and 1 in Japan



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- Negotiated sponsorship of program internationally with Coca-Cola
- Music Supervision on "The Boy King", Peabody Award winning film on the childhood of Martin Luther King, Jr. starring Howard Rollins and featuring music by Bill Withers.
- Executive Producer of first broadcast television (NBC) multiple-city (NYC, Washington, DC, Atlanta) satellite simulcast entertainment special for the inaugural Martin Luther King, Jr. birthday celebration in 1985 hosted by Stevie Wonder.
- Concepted and negotiated deal on behalf of MLK, Jr. Center with NBC
- Served as Executive Producer of event in Atlanta
- Member of House of Blues founding team, responsible for Concept Development (1990-1992) and Marketing Launch in Cambridge (1992), New Orleans (1993) and Los Angeles (1994) and 1996 Olympic Games in Atlanta.
- Negotiated partnerships with Coca-Cola, CBS Radio and Turner Broadcasting
- Concepted/negotiated distribution for "House of Blues Radio Hour hosted by Dan Aykroyd" with CBSRadio
- Concept team for HOB television show (TBS), record label, and interactive division
- Served as Agency of Record for the 1994 Olympic Track & Field Trials, and for the 1996 Centennial Olympic Games organizing committee.
- Strategic development & launch of NFL PLAYERS INC., the licensing division for the NFL Players Association in 1994
- Concepted and produced the NFL Players Party for the NFLPA (1994 – 1998) at 5 Super Bowls
- Supervised all logistics, design, media, production, entertainment and PR
- First Agency of Record for NASCAR in 1995, led transition from race organizer to an entertainment sports property
- Created & Produced NASCAR's first national television campaign in 1998, 1999 and 2000.
- Image campaign for NASCAR designed to build new audiences
- Strategic Development of NASCAR Licensing - Launch of NASCAR Café, NASCAR Thunder, NASCAR Automotive Aftermarket, and NASCAR Racers - the first animated television show in sports history
- Served and Brand Manager for licensing division
- Agency of record for NASCAR from 1995-2000, built revenue from \$500,000 in 1996 to over \$1 billion in 2001.
- Executive Producer, NASCAR's 50th Anniversary (1998) – the largest anniversary promotion in sports history
- Negotiated over 300 hours of specialty television programming on 12 network/cable channels



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- Associate Producer of ESPN live television special "NASCAR's Night in Hollywood" hosted by James Woods, featuring Oliver Stone, The Pointer Sisters, Sugar Ray, Sharon Lawrence, Paul Newman, James Garner, etc.
- Developed first integrated marketing strategy for NASCAR licensing properties
- Concepted and Produced NASCARWorld for NASCAR 1995, 1996
- Supervised all logistics, media, production, entertainment and PR
- Produced the first international satellite broadcast in Times Square in 2008, synchronizing all of the HDTV video screens for a streaming performance of the Beijing Symphony.
- Owner, Equity Management Group LLC (1998 – Present)
- Consultant to companies in the entertainment, media, sports and technology industries to accelerate their business through capital funding, business development, strategic partnerships, M&A, licensing, and executive team development.
- Negotiated scores of major sports, entertainment and business alliances for clients
- Co-Founder and Advisor to EMOTO.ai (2018 – present) Patented Emotional Intelligence Software to identify and align Positive Character Traits in media and communications.
- Partners/Clients include Columbia University Technology Ventures, Viacom, Samsung, Experian, Zurich, Pfizer
- Executive Producer of NURSE HEROES LIVE! (2020) featuring Oprah Winfrey, Stevie Wonder, Black Eyed Peas, Andrea Bocelli, Céline Dion, Gloria Estefan, Emily Estefan, David Foster, Katharine McPhee, Josh Groban, Carole King, Billy Crystal, Maluma, Leslie Odom Jr., Pitbull, Allen Stone, The Wailers, Hosted by Whoopi Goldberg NURSE HEROES LIVE!
- Producer of Nurse Heroes Hispanic Choir featuring Jennifer Lopez NURSE HEROES HISPANIC CHOIR