# Andrew Surmani Business Experience

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## Marketing

1. Chief Marketing Office for a **$50 million company**, Alfred Music
2. Launched and marketed numerous industry leading product lines
3. Developed dozens of marketing plans for successful product lines at Alfred Music - <https://www.alfred.com/>
4. Traveled on business to 42 U.S. states and 27 foreign countries
5. Developed an updated in-house mailing list of nearly half a million contacts

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## Sales

1. B2B
2. B2C
3. International Sales
4. **Revenue grew from $7 million to $50 million** with Alfred Music where I worked for 29 years
5. **16 consecutive years of sales growth**
6. Visited numerous retail and wholesale operations throughout the world and communicated with hundreds of dealers and distributors
7. Attended hundreds of end-user and trade conventions to communicate with educators and dealers (NAMM, Musik Messe, Music China, Music Canada, British Music Fair, Australia Music Trade Fair, Music India Trade Fair, Texas Music Educators, Florida Music Educators, etc.)

## Acquisitions

1. Played an active role in the acquisition of a company larger than ours, Warner Brothers Publications, with employees on the opposite coast
2. Worked through the due diligence process and integration of two companies with diverse corporate cultures
3. Played an active role in the acquisition of Highland/Etling, IBIS Software, Ted Reed Catalog, and Warner Bros. Publications

## Author

1. Co-author of a music theory curriculum which has sold over 2 million units and $25 million at retail, and has been the top-selling music theory method in North America for over 20 years
2. <https://www.amazon.com/s?k=Alfred%27s+Essentials+of+music+theory&ref=nb_sb_noss_2>
3. <https://www.alfred.com/search/products/?query=Essentials+of+Music+Theory>

## Corporate Strategic Planning

1. Part of the Executive Management Team, along with the CEO and VP of Operations developing two dozen long term strategic plans for the company
2. Planned and implemented with the CEO and VP of Creative Development a way to communicate the corporate vision to the entire organization of Alfred Music

## Crisis Management

1. Helped the company through the crisis of the Northridge Earthquake of 1994. Moved equipment and staff to trailers and operated there for 5 months.
2. Helped move the company to a new warehouse in upstate New York at the same time, which required going to New York for several days immediately after the Northridge Earthquake to help work through problems in the move.
3. Represented Executive Management in a management crisis in our Australian office, then worked in that office for several days to help transition the organization to a team structure
4. Represented the company through a management crisis in the UK office then worked in that office for several days to help transition the organization to a team structure
5. As CEO of Caleb Chapman’s Soundhouse, managed a major crisis with our lead investor, who had committed $5 million to the expansion of the company to a franchise operation, but was indicted in the largest Ponzi scheme in the history of Utah at $200 million. This involved negotiating with the government appointed receiver, landlords of two office buildings we had signed 5-year leases with in Los Angeles and Nashville, real estate agent for a sublease in Los Angeles, the software company we signed an agreement with for managing the franchise application, ADP, and other government bodies.

## Financially Knowledgeable and Experience in Managing Budgets

1. Managed multi-million-dollar annual marketing budget for 29 years for Alfred Music
2. Managed the finances as CEO/CFO for Caleb Chapman’s Soundhouse
3. Corporate Financial Team member
4. Implemented major budgetary cutbacks of millions of dollars in some years to meet profit goals
5. Oversee the financials of Surmani Music and Surmani Business Coaching
6. Involved in the financials of Surmani Business Coaching clients

## Human Resources

1. Hired, fired and trained hundreds of employees
2. Implemented staff development and goals, and gave numerous performance reviews

## International Copyright Licensing and Distribution Deals

1. Involved in subpublishing and distribution deals worldwide: China, Japan, South Korea, Taiwan, Indonesia, UK, Germany, France, Greece, Israel, Spain, Mexico, and others

## International Office Openings and Closures

1. Aided in the shutdown of a Canadian office in 1993 and subsequent move to a mail house facility
2. Involved with Alfred’s international office openings: Australia (1990), UK (1992), Singapore (1992), Germany (1995)
3. Represented the company at the Musikmesse in Frankfurt, Germany annually for 18 years, as well as other trade fairs in the UK, Australia, Canada, UK, China, and India

## New Management Structural Changes

1. Assisted in moving the company from a functional organization to a team structure, in conjunction with departments. Was a member of the “Super Team” which helped in the design and transition.
2. Managed stress and resistance within the organization from employees, managers and Executive Management

## Product Development

1. Leader for, or involved with the launching of Industry-leading product lines: Yamaha Band Student (1988), New School and Church Choral Divisions (1989), Strictly Strings (1990), Basix (1992), Alfred’s Group Piano for Adults (1996), Accent on Achievement (1997), Essentials of Music Theory (1998), Music for Little Mozarts (1999), Alfred’s Basic Piano Library Top Hits! (1999), String Explorer (2002), Sound Innovations for Concert Band, String Orchestra and Guitar (2010)
2. Coached various editors in the expansion of their product lines
3. Co-authored and launched one of the best-selling product lines in North America
4. Editorial Review Board member

## Teaching

1. Associate Professor and Graduate Coordinator for the CSUN Master of Arts in Music Industry Administration degree program for over 10 years
2. Hired all faculty and interviewed and selected students through 11 Cohorts
3. Alumni of this program are working in some of the top music companies in the world: Warner Bros., Universal, NBC/Universal, Sony Music Publishing, Disney, Dolby, Netflix, TikTok and others.

## Technology

1. Involved in the development and design of numerous company websites
2. Involved in the development and design of numerous technology products
3. PC and Mac experience with knowledge of numerous software applications

## Unions

1. Former member of the American Federation of Musicians (AFL-CIO), one of the oldest labor unions in the USA founded in 1896. <https://www.afm.org/>.
2. Member of the California Faculty Association (CFA) - <https://www.calfac.org/>.

## Warehouse Systems

1. Involved in the move to a state-of-the-art warehouse system in upstate New York

## For Profit Leadership

1. CEO of a music tech company, CC Soundhouse, LLC (Delaware) ([www.ccsoundhouse.com](http://www.ccsoundhouse.com))
2. Founder and President of Surmani Music ([www.andrewsurmani.com](http://www.andrewsurmani.com))
3. Founder, President & CEO of Surmani Business Coaching ([www.surmanibusinesscoaching.com](http://www.surmanibusinesscoaching.com))
4. Co-Founder, President of Casa Big Bear, LLC (California)
5. Founder, President & CEO of Double High C, LLC (Florida)

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## Non-Profit Leadership

1. Founding Board Member and Past President of the international Jazz Education Network
2. Past President of the CSUN Youth Orchestra
3. Past President of the MATES Foundation

## Volunteer History

1. See complete volunteer history at <https://www.dropbox.com/s/9yrdmicjeaw2yek/Andrew%20Surmani%20Volunteer%20History.docx?dl=0>.

## Property Management

1. Owned and ran two vacation rental properties
2. Handled bookings
3. Ran marketing
4. Handled repairs, maintenance and upgrades