

SHERIDAN HARDWICK aka "Hotel"

EDUCATION: Hampton University

MAJOR: Music Engineering

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EXPERIENCE

An executive with a strong management, marketing, and sales background in the Entertainment/Corporate field for over 25 years. My fields of expertise are Music, Sports and Film.

RECORD LABELS: Management Team/Booking/Promotions with the following Artist(s)

- The Artist Factory (2007-2012)- Diddy
- Block Ent/Atlantic (2004-2010)- Young Jeezy, Boyz N Da Hood, Yung Joc, Gorilla Zoe, Jacques
- Atlantic/Mizay Entertainment (2009-2010)- Nikki Minaj, Waka Flocka, Gucci Mane, OJ Da Juice Man
- Atlantic/Asylum/Warner Brothers, Hitt Afta Hitt/New Era Entertainment (2005-2012)- D4L, Shawty Lo & Fabo (solo careers), Crime Mob
- Epic/Sony Music (2014)- We Are Toonz
- Polo Grounds/Sony Music (2009)- Hurricane Chris Rap
- Universal Republic/300 Ent/Nitti Beatz recordings (2016/2013)- Dae Dae, Mykko Montana
- Def Jam Music Group (2009)- Lil Ru and FLY
- MCA (2000 & Present)- Field Mob
- Danrue & NickNackPattiWhack (2018)
- Empire Distribution Deal (2016-Present)
- BMG/The Commission/1Playy (2019-2021)
- Warner Music Group/Sony ATV/CrashDummies/Too Dope Production (2021- 2022)

CORPORATIONS AND TALENT(S)

- Coca Cola/CommonGround Agency (2014)- We Are Toonz (commercial/social media)
- McDonalds All-American Game High School Allstars (2014)- We Are Toonz
- BET Experience (2014)- We Are Toon
- Essence Music Festival (2014)- We Are Toonz
- BET 106 & Park (2014)
- Essence Music Festival/Brand Influence/ Burrell Communications/Walton Isaacson/McDonalds (2007-2010)- Keith Sweat, BBD, Guinewine, Joe, Biz Markie, Laurie Ann Gibson, Darrin Henson, We Are Toonz
- CIAA/Brand Influence (2007-2011)- Darrin Henson, Biz Markie
- Verizon/Brand Influence- How Sweet The Sound (Gospel Concert)
- 2007- 2011 Brand Influence (Talent Manager): Ciroc, NBA All-stars, NFL Superbowl, Radio One Fest Miami
- 2013 Love & Hip-Hop Atlanta- Lil Scrappy
- HBCU College Homecomings/Classics- Howard University (2007-2009), Magic City Classic/Rickey Smiley Morning Show (2016), Fountain City Classic, and many others.
- Fresh Empire (2017)