

MAC PRESENTS



Marcie Allen

President, MAC Presents

Marcie Allen leverages her more than 20 years of music industry experience to negotiate high-profile partnerships between the world's leading brands and artists. Allen has brokered and executed multi-faceted programs on behalf of brands including: Sony, Southwest Airlines, YouTube, Microsoft, Verizon, Samsung, Citi, Delta, AT&T and artists including Foo Fighters, Rolling Stones, Green Day, Billy Joel, John Legend, Imagine Dragons, and Keith Urban. She is an eleven-time nominee and six-time winner of Billboard's

"Concert Marketing and Promotion Award" and has been named to Billboard's "Women in Music" list every year since 2010. Allen was included in Billboard's "Branding Power Players" list in 2016 and the publication's "40 under 40" list in 2013 and has also received the publication's "Humanitarian Award". Variety selected Allen to its 2015 "Power of Women: New York Impact List," representing the most powerful women in entertainment. Marcie is currently an adjunct professor at NYU's Clive Davis Institute of Recorded Music, where she teaches a course on branding in the music industry.

Prior to starting MAC Presents, Allen owned and operated Nashville/Atlanta-based MAD Booking & Events, which produced more than 100 music festivals across the country including On the Bricks in Atlanta. Allen currently sits on the board of directors for The Country Music Association, serves on the advisory board for Berklee College of Music and recently completed terms with the board of directors for Global Poverty Project and Musicians on Call. Marcie was a member of the 2016 Cannes Lions Entertainment Music jury and served on the 2016 Clio Music jury.

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