

Tim Gray

Entertainment & Marketing Executive | Talent • Partnerships • Advertising

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SUMMARY

Entertainment executive and entrepreneur who founded and scaled Grayscale Marketing into an award-winning agency, selling 2M+ tickets across all 50 states and 47 countries before its acquisition by Romeo Entertainment Group. 20+ years leading businesses, teams, growth, partnerships, talent, advertising, and live entertainment.

RECOGNITION

- **40 Under 40, Most Admired CEO, Best in Business, Small Business of the Year & Nashville Emerging Leader** — Nashville Business Journal
- **Inc. 5000 – Fastest-Growing Companies in America** — Inc. Magazine
- **People on the Move** — Inc. Magazine
- **Entrepreneur of the Year** — Ernst & Young YP
- **NEXT Award – Sports, Music & Entertainment** — Nashville Entrepreneur Center
- **Member of the Year & Spirit of SOLID Award** — Society of Leaders in Development (SOLID)
- **"75 of 75 Distinguished Alumni** - Northeast Mississippi Community College
- **Featured in CNBC, Inc. Magazine, Billboard, Entrepreneur, Pollstar, MusicRow, The Tennessean & Nashville Post**, among other business and entertainment publications.

CORE EXPERTISE

Executive Leadership • Operational Strategy • Organizational Development • Business & Revenue Growth • P&L, Budgeting & Forecasting • Team Building & Staff Development • Strategic Partnerships & Sponsorship Sales • Negotiation & Deal Structuring • Entertainment Marketing & Advertising • Media Strategy & Buying • Talent Booking & Artist Management • Live Events & Experiential Marketing • Audience Development & Ticket Sales • Digital & Social Media Strategy

EDUCATION

Bachelor of Science, Mass Communications

[Middle Tennessee State University \(MTSU\)](#)

📍 Murfreesboro, TN

PHILANTHROPY & COMMUNITY LEADERSHIP

Board & Leadership: Musicpreneur Storehouse • MTSU College of Media & Entertainment Alumni Advisory Council • Music Makes Us • VP, Society of Leaders in Development (SOLID)

Professional Memberships: The Troubadour Society • Nashville Area Chamber of Commerce • The Other Nashville Society • The Recording Academy • Country Music Association

NOTABLE CLIENTS & PARTNERS

[Garth Brooks](#) • [UFC](#) • [DraftKings](#) • [Rolls-Royce](#) • [Anheuser-Busch](#) • [Hangout Music Festival](#) • [Metallica](#) • [Pilgrimage Music Festival](#) • [Live Nation](#) • [Kane Brown](#) • [Warner Chappell](#) • [Curb Music](#) • [Sony](#) • [Cheyenne Frontier Days](#) • [Sixthman](#) • [Americana Music Festival](#) • [BMI](#) • [SESAC](#) • [Virgin Hotels](#) • [Empire](#) • [Maui Jim](#)

EXPERIENCE

Vice President of Marketing

Romeo Entertainment Group

📅 03/2021 - 12/2023 📍 Nashville, TN

- Helped lead organizational development and operational improvements following Romeo Entertainment Group's acquisition of Grayscale Marketing, working directly with the CEO and executive leadership team to strengthen company structure, processes, accountability, and cross-functional execution.
 - Built and implemented employee training programs, hiring processes, job descriptions, meeting structures and agendas, project-management workflows, and company-wide adoption of Asana.
 - Coached and advised the CEO, fellow Vice Presidents, and department leaders on management practices, team development, communication, accountability, and organizational effectiveness.
 - Built and led a 27-person cross-functional team across marketing, partnerships, creative, and operations, establishing performance expectations, workflows, reporting structures, and staff-development practices.
 - Developed marketing, lead-generation, referral, sponsorship, and sales-enablement strategies that drove \$1.83M in gross revenue growth within 13 months, while audience initiatives increased engagement by 281.67% and audience growth by 357.03%.
 - Developed cross-event sponsorship programs supporting 265+ live events annually, working with national brands including Mark Anthony Brands, Polaris, Indian Motorcycle, and Ashley Furniture.
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CEO

Grayscale Marketing

📅 10/2013 - 03/2023 📍 Nashville, TN

Acquired by Romeo Entertainment Group in 2021

- Founded and built an award-winning full-service entertainment marketing agency specializing in event marketing, advertising, media buying, sponsorships, publicity, digital and social media, experiential marketing, influencer marketing, brand strategy, and audience development.
 - Led marketing for major festivals, promoters, venues, tours, and entertainment properties including Hangout Music Festival, Pilgrimage Music Festival, Sixthman, Panorama NYC Music Festival, Cheyenne Frontier Days, Railbird Music Festival, Live Nation, SunFest, Country Jam, Country Stampede, Dancefestopia, Encore Drive-In Nights, Tailgate N' Tallboys, DittyTV, University of Idaho, UFC, and numerous venues, theaters, tours, and events.
 - Sold more than 2 million verified tickets for event clients across festivals, concerts, venues, fairs, rodeos, tours, and entertainment properties, with work spanning all 50 states and 47 countries.
 - Led paid advertising campaigns generating 121M+ impressions on approximately \$735K in media spend, maintaining a \$0.57 CPC and \$6.16 CPM while delivering positive campaign ROI.
 - Developed marketing, advertising, sponsorship, and partnership programs involving global brands and organizations including DraftKings, Virgin Hotels, Rolls-Royce, Suntory Global Spirits, Maui Jim, Infiniti, Michaels, Nuro, Minor League Baseball, Caterpillar, and William Grant & Sons.
 - Developed a global entertainment distribution model during the pandemic that delivered 1,100 concerts across 330 venues in 47 countries, reaching more than 900,000 fans worldwide.
 - Led agency operations, client strategy, business development, staffing, budgets, forecasting, and revenue performance while building multidisciplinary teams and scaling the company through its acquisition by Romeo Entertainment Group.
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President

Grayscale Entertainment

📅 02/2011 - 10/2015 📍 Nashville, TN

- Led talent booking, artist management, sponsorship sales, brand partnerships, and live entertainment strategy for artists, events, venues, and corporate clients.
- Developed and sold sponsorships with Anheuser-Busch, Hunt Brothers Pizza, Textron, Pilot Flying J, and Cessna, overseeing negotiation through activation.
- Booked Joe Diffie, Chris Janson, Shooter Jennings, Pauly Shore, Atlanta Rhythm Section, Exile, and other talent, negotiating offers, guarantees, routing, and performance agreements.
- Managed Saving Abel, overseeing booking, touring strategy, marketing, business development, and industry relationships.