

Ramona E. Simmons

Co-Managing Partner Global Eyes Entertainment

Ramona Simmons has worked nearly three decades in Nashville in business management (Gelfand, Rennert & Feldman), artist management (The Oak Ridge Boys), film and television production (Film House) and sales and marketing (MTM Records).

Simmons helped start one of the most respected and successful record labels in country music history, Arista/Nashville, with music mogul Tim Dubois. She mentored under the guise of music genius Clive Davis. At three-person operation launch, she held the positions of executive assistant, office manager, A&R administrator, project coordinator, director of production and the Nashville "go to person." She co-produced all live events including Fan Fair and CRS and organized and attended to all other live events such as gold and platinum parties, CMA and ACM after-parties and artists album release concerts. Eventually Simmons earned the position of international director of artist development. Under this title she was responsible for all projects outside North America for the label and its roster. For seven years Simmons liaised with BMG colleagues around the globe to gain interest and garner sales through creative marketing strategies including the universal launch of an Alan Jackson video "Gone Country;" production of TV spots for Brooks and Dunn's "Rock My World" translated into nine different languages; plus the development of popular music compilations and advertising programs that resulted in gold and platinum sales in Australia and South Africa and successful media and performance tours and marketing campaigns in the UK, Germany and the Netherlands.

Label artists included Alan Jackson, Brooks and Dunn, Diamond Rio, Lee Roy Parnell, the Tractors, Michelle Wright, Steve Wariner and BR5-49. Simmons was appointed the "head Tractor driver" where she managed all efforts in the debut album and single "Baby Likes to Rock It Like A Choo-Choo Train" that sold over 3.2 million albums. She organized and budgeted projects and performances for and traveled with BR5-49 to England, Scotland, Ireland, Germany, the Netherlands, Scandinavia, Austria, Switzerland and Japan. Simmons herself has traveled to Australia and South America and Asia.

All this experience led to the development of Global Eyes Entertainment in 1997. Today, Simmons and Sullivan combine their vast experience and share management positions at the company.