

Terry McGill Bio

McGill grew up in Dallas, Texas. As a teenager, McGill was a quiet and shy young man but never strayed away from hard work. In 1981, Terry went to work as a sales clerk for the music conglomerate Sound Warehouse. It was there he decided to take advantage of every opportunity to learn the ins and outs of retail music sales and promotion.

Committed to furthering his knowledge of music business, Terry then set his sights on record label music promotion and its role in music sales and distribution. This knowledge of the music Industry gained him his first position with a major record label, Motown Records, as the Local Promotions Manager. McGill was in charge of implementing promotional strategies in the Houston market including radio and street promotions for artists like Smokey Robinson, Diana Ross, Temptations, Johnny Gill, Boys II Men, Stevie Wonder and Spike Lee's Do The Right Thing Soundtrack.

After a few years with Motown, Terry's hard work landed him an offer to become the Southwest regional Promotion manager for RCA Records. Once inside the industry Terry McGill became heavily engaged and highly significant as he watched his dreams of making a contribution to music come to fruition. Terry found himself working next to legendary hip hop and pop culture icons such as DJ Jazzy Jeff and The Fresh Prince, SWV, Hi-Five, A Tribe Called Quest, KRS-ONE, R. Kelly and Eric B.

In 1993, Chuck Gullo President of Scotti Brothers Records brought Terry in as Vice president of Promotions for All American Music Group / Street Life Records launching projects such as Sweet Sable, KoKane, Ske-lo, Weird Al Yankovic and the "Above the Rim Movie Soundtrack". This was just the beginning of McGill's legacy. His gift for promotion would present him with many more opportunities to work with national recording artists at major record labels. After a few years of working as President of Breakaway Entertainment (signing acts like Nate Dogg & Lil' Keke) and VP of Promotions at Fully Loaded Records (launching the down south super Group Ghetto Mafia), Terry left California (moving back to Texas in November, 1999) and founded Major Money Entertainment.

McGill is a firm believer that in order to be successful you must possess the tools necessary to become successful. He took all the knowledge and experience he obtained during his professional career and moved back to his roots in Dallas, Texas. Terry's goal was to build a movement that would educate Texas artists about the business side of the music industry. So in 2003, Terry Co-founded the Texas Summer Music Conference. This event was marked in history as the first major music conference in the South. Artists were able to network with the music industry's elite and gain advanced knowledge from business panels held during the conference. It was then that Terry recognized he had a vast amount of knowledge to share with artists worldwide that were looking to build a successful career in the music business. The Texas Artist Movement and TAM Music Consulting are staples in the music industry and have gained national respect for artist management, record label consultation and artist development.

Through his association with platinum producer Nitti Beatz, McGill partnered with budding Atlanta producer Don Vito on a joint venture with Capitol Records for the girl group Cherish in 2005. Cherishes lead single “Do It to it” was pushed to #12 on the [*Billboard* Hot 100](#) in its 15th week of release. It reached #15 on the *Billboard* Hot Digital Songs chart and #8 on the Hot 100 Airplay chart. With Don Vito’s impeccable production and Terry’s proven promotional track record, following up with another label deal with Capitol Records for Fort Worth, Texas rapper Bossaliny was a easy win. These joint ventures would prove to be the foundation of a great working relationship and friendship between these two industry figures. The conception of Candy Coated Nights, an online reality Television show in 2010 was pure genius and another mile stone in a Terry’s career. This venture would turn into a reality documentary television series on the Bravo network, The Kandi Factory.

Staying true his contributions he wanted to make to the music industry, Terry created a place where artist could go and gain exposure for their musical projects. He joined forces with his business partner and long-time friend Maurice Styles. They launched an interactive promotional website called LearnTheMusicIndustry.com in 2011. This site is the breeding ground for artist wanting exposure and knowledge of Music, Social, and Technical platforms. Terry McGill’s commitment and dedication to music business education translates into continued support for music industry rookies, a leveling of the landscape and improvement in the current climate of the music industry on their behalf. Terry’s music consulting firm serves to educate artists, and to arm them with the skills and information they need so they too can enjoy the professional and profitable success doing what they love.

“If you have knowledge, let others light their candles in it”-Margaret Fuller