

Landis Brings Silicon Valley & Hollywood Closer to Home

Nashville Music Vet Reels in Technology and Media Merchant Bank Collective IQ.

Nashville, TN (PRWEB) – January 29, 2007 – Barry Landis, an entertainment industry deal maker, ranked among the 25 most influential personalities in the Christian Industry, expanded Landis Entertainment & Media Partners recently by assuming management over the entertainment practice of Collective IQ that he helped build up over the past 18 months. Landis, a 20 year music industry veteran, most recently ran Word records before launching his own non profit and for profit activities.

William “Billy G” Glynn, Chairman and Founder of Collective IQ, ranked as one of the top innovators and influencers in the world by InformationWeek magazine, commented – “Barry has always been the type of person others come to for solutions and to get things done. He has put together a strong team and will help Nashville stay a leading force in entertainment. We are thrilled to be in business with him.”

Collective IQ boasts a “Who’s Who” of media and technology leaders, over a dozen of the world’s foremost businesses in content, communications and commerce, and has been successful in putting large deals together throughout the music industry and Hollywood.

“I have been keenly interested in the concept of ‘New Media’ and have watched it grow over the past decade,” said Landis. “I have concluded that ‘New Media’ is not the right way to describe how the industry has been changing.

It’s not New Media – It’s a New Medium

“Music, television, the internet, DVDs – they really aren’t ‘new media’ anymore,” he continued. “What is ‘New’ is the ‘Medium’ by which consumers consume the Media. It’s important to understand that and why our team is focused on uniting the Talent and Intellectual Property that Nashville is known for – with the communications and commerce companies that now deliver content differently and where consumers pay for it electronically.”

Landis’ group, supported by some of the world’s largest businesses already, is focused on advising entertainment and technology industry executives across a variety of strategic areas including traditional segments; artist and new content development, content acquisition and distribution and some of the newest technology areas including e-Television, Mobility, Micro-payments, Hollywood Digital Standards (ISAN) and The Digital Download Exchange (DDEX) which he has been intimately involved in developing.

Landis, who has built several Nashville record labels, was tapped this week by Koch Records in New York--the fastest growing music company and market leader among independents in North America--to jointly launch a new label called Kosmos Records. Landis Entertainment & Media Partners also formed Ghost Artist Management, which oversees the careers of bilingual artist Seth Condrey as well as INO Records' new hit act, Echoing Angels. Mr. Landis serves as President of both businesses.

About Landis Entertainment & Media Partners, LLC

Landis Entertainment and Media Partners (www.landisentertainment.com) was founded by Barry Landis, an entertainment industry deal maker, responsible for some of the world's greatest Christian, Gospel and Country music. He has been involved in the careers of some of the biggest names in the genre, among them, P.O.D., Amy Grant and Randy Travis. Before forming his own company, he was President of Word Records, one of the three largest Christian music companies in the world. He has more than 50 #1 songs to his credit and his marketing plans have been responsible for the sale of more than 60 million records. He has received the Outstanding Alumnus Award from both Mt Vernon Nazarene University and Western Kentucky University, where he completed his Masters Degree. He is the Secretary of the Nashville chapter of NARAS (Grammys) where he serves on the Board of Governors. Last year he fused his passion with his work by launching The Briner Institute, a non-profit think tank dedicated to improving opportunities for students interested in culture shaping via entertainment and media.

About Collective IQ

Collective IQ (www.CollectiveIQ.com) is a Corporate Merchant Bank focused on a family of elite private equity funds (niche equity, buy out, leasing, sub debt, and mezzanine) and a portfolio of companies. Headquartered in Atlanta, with offices worldwide, CIQ also serves as the corporate venture and development team for a network of Global 1000 clients.

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