

JODIEBLUM

ABOUT JODIE

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Jodie is a result driven executive who excels in strategic marketing, programming and event/cause driven campaigns that not only influence funding decisions but continuously raises standards and maximize brand awareness. Influential connector and builder of long term high profile relationships.

Over the past 20 years, Jodie has designed and implemented the cause marketing efforts, events and brand marketing for an Academy Award winning director/actor, an NFL Hall of Famer and multiple GRAMMY Award Winning artists. She has established partnerships with top level brands such as Cartier, American Airlines, Toyota, Coca-Cola, Puma and many more.

Some of Jodie's acclaimed career highlights include launching and serving as the Executive Director of The Common Ground Foundation with artist/actor "Common". In this Executive role, she received an Emmy nomination for her "A Minute" campaign around HIV/AIDS testing in 2006. Jodie also served as the first Executive Director of GRAMMY U at The Recording Academy, known best for the GRAMMY Awards. Jodie lent her many talents to develop a unique and fast-growing community of college students, who were pursuing a career in the recording industry. Creating and executing over 200 national branded events a year with the music industry's most coveted talent and executives.

Currently, Jodie is the Founder/President of The Co-llECTION, an innovative creative agency that raises standards in cause marketing, philanthropic management, interactive events and social impact campaigns. Some of Jodie's clients include GRAMMY Award Winning Artist Ne-Yo, Imagine Dragons, Golden State Warriors JaVale McGee, Cesar Millan, StockX, Def Jam, Roc Nation, Patron, Porsche, Sonos and more.

Jodie is a proud foster/adopt mother, advocate for Foster Care awareness and sits on the National Advisory Council for FosterMore. In addition, Jodie is a member of the Cal State University Chancellor's Advisory Council on the Entertainment Industry.



- ▶ **Brand and Social Impact Marketing**
- ▶ **Talent Relations**
- ▶ **Philanthropic Consulting and Management**
- ▶ **Campaign and Program Curation**
- ▶ **Digital Content Development**
- ▶ **Interactive Experiences and Events**

The Co-llection, *President*

- Built creative agency to raise the standards in social impact management and marketing, talent/brand partnerships, targeted content, programming and special events
- Managing Director for the Cesar Millan Foundation
- Consultant for: Sankofa.org, Revolve Impact, GRAMMY Award winning Imagine Dragons/Tyler Robinson Foundation; Ne-Yo/Compound Foundation; YG/4HundredWaze, GS Warriors JaVale McGee/ Juglife Foundation
- Ideation, development and overall management of philanthropic marketing and celebrity charity campaigns for StockX including Steph Curry, Chris Paul, The Wu-Tang Clan, Goldrush Rally and more
- Established unique fan club, content development and brand marketing efforts for then LA Lakers, Jordan Clarkson
- Created unique programming and influencer activation for brands such as Porsche, Sonos, Patron, Roc Nation and Motown Records
- Curated and provided end-end execution of consecutive GRAMMY week brunches for Producer NO ID and Def Jam
- Developed and managed student internship program for Cal State University Entertainment Alliance

The Recording Academy, *Executive Director, GRAMMY U*

- Developed a national membership division of The GRAMMY'S to provide programs and events for University students pursuing a career in the music industry
- Created national GRAMMY U marketing, brand partnerships and all artist relations
- Managed 13 National Chapters; GRAMMY U Reps and an elite Advisory Council

National events include (*partial list*):

- GRAMMY U Def Talk with All Def Digital (*content series*)
- Roc Nation Multi-City MasterClass Series
- WorkShow with James Fauntleroy, 1500 or Nothin and Hit-Boy at SXSW
- GRAMMY U Amplifier presented by Hyundai with Kendrick Lamar, Robert Glasper, Ariana Grande
- Off The Record Google Hangout with Herbie Hancock & Flying Lotus
- Off the Record Google Hangout with Chaka Khan & Rita Ora
- Off The Record with Rico Love – Live Stream
- A Jazz Fest Experience with Terence Blanchard
- 13 city Era of the Engineer tour with Young Guru presented by Puma
- Civil Rights Radio Google Hangout with J.Period and special guest Wale
- Art of the Crossfade Google Hangout with special guest Questlove
- GRAMMY U Business Plan Competition mentored by Steve Barnett, CEO of Capitol Music Group
- Women in Music Business with Teresa LaBarbera Whites, Karen Civil, Erica Grayson and Ethiopia Habtemariam

Image of Change, *President*

- Provided brand management, event/cause marketing and full service organizational management for leaders in sports, entertainment and corporate industries
- Exceeded revenue goal for introductory west coast sporting event by 4x
- Designed and launched a national youth leadership/ mentor program "Covering the Mic" partnered with acclaimed journalists, radio hosts, television producers and the NEA

Partial client list:

- NFL Carolina Panthers Jon Beason and SF 49ers Darryl Pollard, 2x SuperBowl Champion
- Memorial Sloan Kettering -Cycle for Survival
- Johnny Nunez (*celebrity photographer*)
- MLK Research & Education Institute

Common Ground Foundation, Executive Director

- Launched and directed all foundation operations/events for Grammy, Emmy and Oscar Award Winner and Actor Common
- Created and implemented all brand partnerships through unique marketing efforts
- Generated in excess of \$500K in first year of operation
- Wrote and directed Emmy nominated community service campaign "A Minute" partnered with MTV and Kaiser Family Foundation; valued as the largest number of entries for an MTV contest

Partial event profile:

- Heineken with a Heart
- Common's Start the Show & Bowl (featuring Will.i.am, Pharrell, Lupe Fiasco, The Roots, Bilal, Marsha Ambrosius, NBA and NFL players)
- Common's Heart & Soul; > 5000 attendees (featuring Kanye West, Queen Latifah, The Roots, Ludacris, Nas, Mos Def, Talib Kweli, Heavy D, De La Soul & Common)

All Stars Helping Kids, Director of Fundraising and Events

- Planned and executed fundraising efforts generating in excess of \$1.5 million per event
- Created sponsorship benefits and retained Fortune 500 corporate partners

Event profile:

- Ronnie Lott Celebrity Golf Classic at Pebble Beach (consecutive years)
- Ronnie Lott's Music, Art & Heart (featuring Cirque)
- An Evening with George Schultz to benefit MLK Research & Education Institute

Mar Y Sol Productions, President / Owner

- Founded event planning business specializing in varied corporate and cause marketing events and brand partnerships

Partial client list:

- Clint Eastwood, Academy Award Winning Actor/Director (2000-2004)
- Dame Jane Goodall, UN Messenger of Peace
- Bill Hewlett & Dave Packard Memorial Golf Classic
- Speedo National Diving
- Frans Lanting, National Geographic Photographer

- ▶ Community Service **Emmy Nomination**, National Academy of Television Arts & Sciences
- ▶ Cartier LOVE Charity Award Recipient
- ▶ UCSF Courage in Leadership Award Recipient
- ▶ Fostering a Legacy Award Recipient, Compound Foundation
- ▶ Moja Moja Grammy Brunch Charity Recipient
- ▶ Annual NFTE / Chase Citywide Business Plan Competition Judge
- ▶ UNDER THE INFLUENCE, Diversity in Media and Marcus Graham Project Speaker
- ▶ Women in The Spotlight podcast
- ▶ Ladybrille Woman of The Month September 2015
- ▶ Panelist Shesaid.so Philanthropy in Music at the SoHo House
- ▶ Advisory Board Member, Foster More
- ▶ Cal State University Chancellor Advisory Council on the Entertainment Industry

TESTIMONIALS

JODIEBLUM

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"My charity game was a big success and stress free thanks to Jodie Blum and her team. So professional and handles everything with ease. Thanks for everything Jodie!"

— **JaVale McGee,**
Golden State Warriors



"Jodie is extremely forward thinking in everything she does. It always impressed me to see how much one person can orchestrate and have it come off without a hitch. She is the BEST to work with."

— **DJ Skee,**
Founder DASH Radio & Skee TV



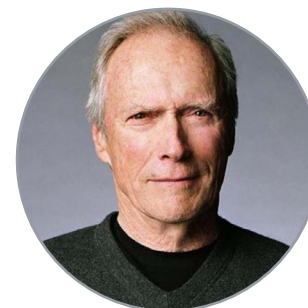
"Jodie has been a dynamic force in the growth and development of the Common Ground Foundation. Being able to witness her tenacity and passion leaves no doubt in my mind that she has found her true purpose in life. We love Jodie!"

— **Common,**
*GRAMMY Award, Golden
Globe & Oscar Winning Artist
and Founder of Common Ground
Foundation*



"We are so lucky to have Jodie as a part of our team!"

— **Ne-Yo,**
*GRAMMY Award Winning
Artist and Founder of
Compound Foundation*



"Everything Jodie does is completed with dedication and care."

— **Clint Eastwood,**
Oscar Winning Actor/Director

CLIENTS AND PARTNERS

CLIENTS



PARTNERS

CASE STUDIES/PAST PROJECTS

STOCKX IMPACT

As consultant and Director of Philanthropic Marketing, I provided the ideation, curation and development of a CSR model for StockX (www.stockx.com). This unique online social impact platform provides high profile talent an opportunity to raise money for their charity/charity of their choice while avoiding costly personal appearances or experiential events. Influencers simply donate a one of a kind, first release or custom pair of sneakers for a "sprint style" social media campaign.

By engaging the talent's followers, a simple social media post allows millions of fans to "donate" \$10 increments for the chance to win one of a number of tastemaker goods provided. Campaigns procured and executed include Eminem, The Wu Tang Clan, Stephen Curry, The Goldrush Rally and more. Almost \$800,000 has been raised in 1 year.

Steph Curry X My Brother's Keeper Campaign



"I have nothing but positive feedback working with you. The auction was seamless and went well. Steph and team were very happy. "

— Jeron Smith, CMO SC30

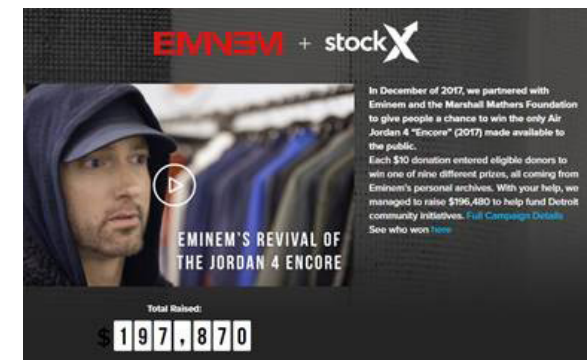
Wu-Tang C.R.E.A.M. (Charity Rules Everyone Around Me) Campaign



"I personally want to thank you for all your efforts, compassion, and hard work on this project. It was great working with you. Look forward to seeing you in the near future. Peace and blessings to all"

— Tareef Michael, Wu-Tang Clan Mgmt

Eminem Revival of the Jordan 4 Encore Campaign



JORDAN 4 ENCORE (2017) GRAND PRIZE



CASE STUDIES/PAST PROJECTS

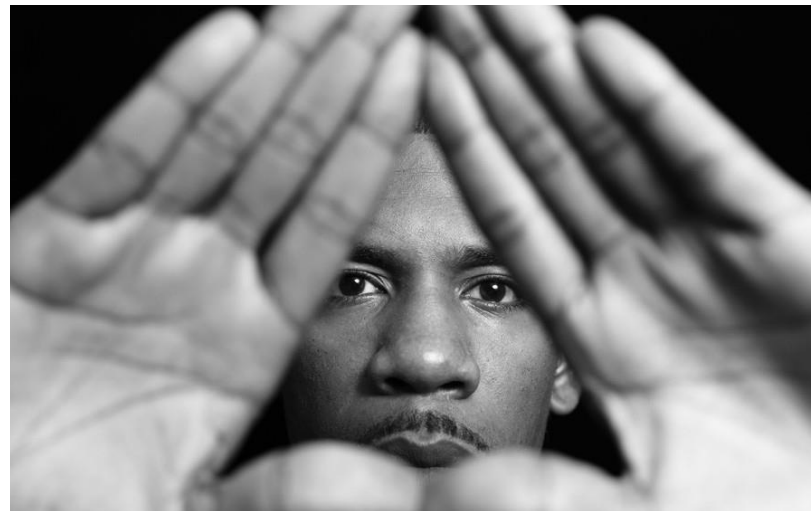
PUMA X YOUNG GURU: ERA OF THE ENGINEER TOUR

As Director of GRAMMY U, I created a brand partnership campaign with Puma to emphasize the importance of mentorship and the audio engineer's role in today's do-it-yourself recording climate. We recruited acclaimed, GRAMMY nominated engineer Young Guru as the headliner for a national 13 city tour which featured town hall discussions and in-studio instructional sessions for college students. Guru is most notable for his sound engineering and production contributions to Roc-A-Fella Records and Def Jam Recordings, where he collaborated with artists such as Jay Z, Beyonce, Drake, Rick Ross, Snoop Dogg and others

By creating an intimate space to gain and exchange knowledge, we wanted to empower participants with an experience that would serve as a catalyst for their future career endeavors. We broke down the wall that often exists between emerging artists and their role models and built a fertile ground for the exchange of ideas and inspiration. Partnering with Puma, we created physical giveaways for each event centered around sharing the hashtags.

Social Media Analytics **2,509,240**

Twitter impressions

 **296,004**Tweets mentioning
#GrammyUGuru #Puma **107,645**Instagram impressions from
photos mentioning
#GrammyUGuru #Puma**How to enter**

- Take a photo of the other side of this card
- Upload to Instagram with #GRAMMYUGuru and #PUMA
- We will announce winners at the end of the night!

CASE STUDIES/PAST PROJECTS

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THE HOLLYWOOD PALLADIUM SATURDAY, SEPTEMBER 26TH, 2009

COMMON FRIENDS
Presented by Hennessy artistry

HEART & SOUL

COMMON
THE ROOTS
DE LA SOUL
LUDACRIS
QUEEN LATIFAH
KANYE WEST
NAS
HEAVY D
MOS DEF
TALIB KWELI

Benefiting: COMMON GROUND FOUNDATION



Cartier

invites you to declare your LOVE to the Common Ground Foundation

For every Love Charity Common Ground Bracelet (\$995) sold, Cartier will donate \$200 to the Foundation.

People

NEWS ROYALS PHOTOS TV MUSIC STYLE WATCH PEOPLE TV SUBSCRIBE

EXCLUSIVE

Imagine Dragons' Tyler Robinson Foundation Raises \$1 Million for Pediatric Cancer

ESPN

NBA Home Scores More

Warriors show off softball skills during celebrity game for charity

GoldenStateWarriors @warriors

Dubs soing work at the @JaValeMcGee34 3rd annual #JugLife Foundation Celebrity Charity Softball Game!

Kevin Durant @KDreys

Behind the scenes at @JaValeMcGee34's #JugLife softball game today - good times for a good cause

JaVale McGee Home Run Derby

It's hard work out here! Behind the scenes at JaVale's #JugLife Foundation softball game www.juglife.com

7:07 PM - 24 Jun 2017

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