

## **MARK LEVY, *President***

### **PLUTUS CAPITAL INTERNATIONAL, LLC**

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Mark became an entrepreneur at a young age. By 20, he owned a talent agency, was a partner in a teenage disco club, and owner of a restaurant nightclub. He represented many 80's bands, including Van Halen. At 23, he started the contemporary music department at one of the top 3 talent agencies in the world, A.P.A, and immediately signed Spandau Ballet, known for the worldwide hit song "True." As Gasoline Alley/M.C.A. Records, Head of Marketing, Promotion, and A&R, he introduced platinum-selling artists SHAI and SUBLIME. Always managing budgets and financial operations, he became President and Managing Member of Plutus Capital International, an investment banking advisory firm.

## **PROFESSIONAL EXPERIENCE**

### **PLUTUS CAPITAL INTERNATIONAL, LLC AND THE PREDECESSOR FIRMS INCLUDING BLACKSTONE CAPITAL AND HERCULES CAPITAL | 2004 - present**

#### ***President & Managing Member***

Plutus Capital (and its predecessor company, Hercules Capital) is an investment banking boutique firm which provides investment banking and corporate financial advisory services, equity valuation analyses and reports, and institutional quality offering documents for Reg D self-underwritten private placement equity offerings.

We provide corporate clients with introductions to a wide range of institutional investors such as private equity funds, venture capital funds, family wealth offices, hedge funds, private bankers, and FINRA broker-dealers in order to facilitate private equity placements and debt financing's. Responsible for managing the financial operations of the company as well as financial analysis and budgeting. Managing client relationships.

### **UNIVERSAL ATTRACTIONS AGENCY | 2015 - 2020**

#### ***Casino & Fair Department***

Mark was part of a team that started the Casino & Fair department, which has become a significant segment of the talent agency. As an agent, he booked shows, developed plans and strategies for signing artists, and packaging tours. Handled all financial aspects of the department, including forecasting revenues and profitability.

### **WESTLAKE MANAGEMENT | 2006 - 2015**

#### ***Partner***

Co-managed 70's musical superstars W.A.R. and THE FAMILY STONE (original members of Sly and the Family Stone). Helped develop tour packages including the "UP IN SMOKE TOUR" with CHEECH & CHONG and W.A.R. Assisted in the management of marketing strategies and logistics. Responsible for all financial operations, financial analysis, budgeting, and data management.

### **RIVIERA HOTEL AND CASINO | 2009 - 2011**

#### ***Leaseholder, La Cage Aux Folles Theater***

Responsible for all shows in the La Cage Theater and several productions in other Riviera venues. Booked, managed, promoted, and produced shows including the Amazing Kreskin, comedian Andrew Dice Clay, and Sandy Hackett's Rat Pack. Managed all facets of implementation, which included hiring support staff and independents, creating budgets and marketing plans, planning and buying advertising, and managing the operation. Worked closely with the President/C.E.O. and senior management of the Rivera in addition to talent, managers, attorneys, and promoters. Raised funding for productions.

**WESTLAKE EVENTS, INC. | 2006 - present*****Partner, Chief Financial Officer & Chief Operations Officer***

Manage fundraising campaigns and entertainment events for numerous non-profit organizations throughout the midwest. Responsible for company operations; overseeing all marketing offices, client relations, contracts, financial budgeting, analysis, projections, and issuing of financial statements.

**RED ANT ENTERTAINMENT | 1996 - 1998*****Head of Marketing***

Created and implemented marketing, promotion, and advertising strategies. Responsible for signing rap group SUNZ OF MAN – comprised of members from the Wu-Tang Clan. Red Ant was a record label and distribution company owned by Randy Phillips (former C.E.O. of A.E.G. Live) and Al Teller (former President of C.B.S., Columbia, and M.C.A. Records).

**GASOLINE ALLEY/M.C.A. RECORDS | 1991 - 1996*****Co-Head of A&R***

Signed several recording artists, including multi-platinum R&B group SHAI (known for their first single, the a cappella song “If I Ever Fall in Love”). Brought multi-platinum ska-punk band SUBLIME to the label.

***Head of Marketing and Promotion***

Responsible for overseeing the company’s marketing, promotion, and distribution departments. Designed and coordinated strategies for artist development, radio, retail, and all areas involving the artists’ association with the record label. Gasoline Alley was a J.V. between M.C.A. and Stiefel-Phillips Entertainment (a management company owned by Randy Phillips and Arnold Stiefel, representing superstar artists including ROD STEWART, PRINCE, and TONI BRAXTON).

**MARK LEVY MANAGEMENT | 1988 - 1991*****Owner***

Managed actors including RAYMOND J. BARRY (“Born on the 4th of July”, “Year of the Dragon,” “K12”) and Academy Award Winner BEATRICE STRAIGHT.

**CARMAN PRODUCTIONS & MANAGEMENT | 1985 - 1987*****Partner, Carman Management***

Responsible for the day-to-day management of artists including RICHARD CARPENTER (the Carpenters), NICK GILDER (“Hot Child in the City”), GREG EVIGAN (actor – My Two Dads, BJ and the Bear) and JIMMY MCNICHOL (actor – General Hospital). Produced RICH LITTLE comedy album.

**A.P.A. (AGENCY FOR THE PERFORMING ARTS) | 1983 - 1984*****Head of Contemporary Music Department***

Started the contemporary music department. Signed SPANDAU BALLET, whose first single, “True,” topped charts worldwide.

**BLA BLA CAFE | 1980 - 1982*****Owner***

A restaurant, bar, and premiere showcase room where such artists as AL JARREAU, PETER ALLEN, KATIE SEGAL, SANDRA BERNHARDT, and AMANDA MCBROOM honed their talent. We created an artist-friendly environment for singer/songwriters to meet, cultivate relationships, develop a following and prepare themselves to be signed to record labels and publishing companies.

**REDLINE TALENT AND BOOKING | 1976 - 1983*****Owner***

Worked with numerous artists including VAN HALEN, JOHN HIATT, QUIET RIOT, ERIC BURDON (The Animals), CARMINE APPICE, GREAT WHITE, PLIMSOULS, LITA FORD, MIKE LOVE, MOTLEY CRUE, SHANDI and CARL ANDERSON (best known as Judas in Andrew Lloyd Webber’s Jesus Christ Superstar, and for his hit single “Friends and Lovers” a duet with Gloria Loring).