

# Vince Lawrence

Music

United States

View the full portfolio at <http://www.thecreativefinder.com/vingoslang>

## Professional Experience and Curriculum Vitae

Vince Lawrence is an internationally recognized innovator in dance music. Industry insiders recognize Vince as co-author of the first recording officially designated "house music".

Credited with the initial organization of Trax Records, the seminal Chicago House label, Lawrence has exposed some of the dance world's greatest prodigies, including Marshall Jefferson (Move your Body-THE HOUSE MUSIC ANTHEM.), Adonis, Farley Jackmaster Funk, and Jesse Saunders while inspiring many others. Vince and his team have filled the major labels need for great remixes, providing chart topping work for Michael Jackson, Madonna, Whitney Houston, Beyonce, R Kelly, John Legend, and many others.

As founder of Chicago's Slang Musicgroup, Lawrence has evolved from artist and producer to entrepreneur and marketer. Above all, he is a veteran of the street with an intuitive understanding of what youth culture craves, be it style and music or consumer products that he telegraphs to the street through soundtracks for advertising or non-traditional "under the radar" field marketing programs. Vince Lawrence's intimate relationship with pop culture and lifelong love of music have evolved into a unique insight that is eagerly sought out--from the trend hunters of Madison Avenue to the likes of pop stars the world over.

## Previous Clientele

Atlantic Records, Arista Records, BBDO Advertising, Burrell Advertising, Capitol Records, Draft FCB, EMI Music, Geffen Records, GYRO HSR, Island DEF JAM, Jive Records, Leo Burnett Advertising, Mirrorball, Mute, Noise Marketing, Rythym King Records, Sony Music, Columbia Records, Tribal DDB,

## Awards and Accolades

President, Chief Creative  
12 visible recommendations for this position  
Manage  
President  
Edit  
Slang Music Group  
Music industry  
1995 – Present (16 years)

11 visible recommendations for this position  
Manage  
President  
Edit  
Bang Productions  
Privately Held; 1-10 employees; Music industry  
March 1986 – January 1995 (8 years 11 months)

CEO, artist, composer, producer, remixer, engineer..

Ask for recommendations

Artist  
Edit

Geffen Records

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

Public Company; 501-1000 employees; Entertainment industry

June 1986 – October 1987 (1 year 5 months)

Recorded album. Toured a bit.

Ask for recommendations

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