



Made in Memphis Entertainment Promotes Jessica Vaughn and Tim Burnett to Lead Heavy Hitters Music Group

Memphis, TN & Los Angeles, CA (January 26 , 2021) – Tony D. Alexander, Co-Founder, President, and Managing Director of Made in Memphis Entertainment (MIME), announced a revised executive team at its sync licensing company, Heavy Hitters Music Group. Bill Slaughter, Heavy Hitters Vice President, retired at the end of 2020 following the death of his wife and Heavy Hitters President, Cindy Badell-Slaughter, several months earlier. Carrying on their work are the executive team of Jessica Vaughn, who has been promoted to Vice President, Sync & Creative at Heavy Hitters, and Tim Burnett, who has been upped to Senior Director of Business and Publishing Administration for Heavy Hitters and was also named Senior Director of Music Publishing Administration for MIME. Both Vaughn and Burnett are based in Los Angeles, reporting to Alexander and Paul Katz, Senior Advisor/Board Director at MIME. Also lending his assistance to the creative team will be MIME co-founder, the legendary David Porter, especially with custom song creation and facilitating licensing opportunities.



Upon his retirement, Slaughter said, “I want to say thank you to all the composers, writers, and artists who entrusted their music to Heavy Hitters Music Group. I also want to thank all our clients, music supervisors, and other third parties who help our business thrive. Cindy and I were blessed to work in such a great community of professionals. With the support of our parent company Made in Memphis Entertainment, Heavy Hitters Music is well-positioned for the future. Life has changed for me after losing Cindy, my dear wife and partner at Heavy Hitters Music. I'm not sure what life has in store for me, but I'm going to make the best of it. I guess this is where I drop the mic and Jessica and the team pick it up with Cindy and my blessing.”

Alexander said, “Jessica and Tim both joined Heavy Hitters in 2019, not long after we acquired the company and started to build out the team. They both got to learn from Cindy and Bill, and quickly progressed into larger roles in the company on the creative and administrative sides, respectively. While we are still deeply saddened by the loss of Cindy, and wish Bill all the best, Heavy Hitters is in great hands.”

“Tim and I are excited to build on what Cindy and Bill established at Heavy Hitters and their intent to do the very best for the music, while also supporting a vision of doing good for the larger community. Those values will live on,” said Vaughn.

In the past year, Heavy Hitters landed several major placements for its catalog of tracks, including “Hey Hey Alright” by smoke&jade on Netflix series *Selling Sunset*, “Keep Up” by Chelsea Grams in an ad campaign for Samsung, and “No Enemy” by wuuds on MTV reality show *Are You The One?* The company has also been handling clearance requests for Moneybagg Yo’s “Said Sum,” which has been featured in multiple spots for the NFL and NBA. A highlight reel of their recent placements is online at <https://vimeo.com/488763315>.

Jessica Vaughn is unique among sync executives as she continues to balance her own recording career with her role at Heavy Hitters. Currently recording under the moniker LACES, Vaughn has been running her own company Head Bitch Music and has been in music professionally since 2006. She officially crossed over to the business side of the industry when she was hired as Manager of Sync and Creative at Heavy Hitters in January 2019. Within her first year, she broke the company record for song signings and garnered the highest-paying single license (over \$100k) in company history, all while grossing over \$250k in cumulative licenses. A passionate advocate for social justice, Jessica created briefs to empower various creatives to get through the quarantine and focus on creating quality content. Vaughn also spearheaded campaigns to bring diversity/equity inclusion training to Heavy Hitters and to remove all “urban” tags from their internal/public-facing libraries. At the beginning of the pandemic, Jessica started the new music business series “Sync Talk” on Instagram Live as a way to educate and collaborate with songwriters and artists that are looking to break into the world sync.

Tim Burnett worked at Warner/Chappell Music Publishing from 2001-2015, where he worked his way up to Senior Manager of U.S. Royalties. In 2015, he went to Universal Music Publishing as the Senior Manager of Global Royalties. After a turn at David Weise and Associates (now part of NKSFB) as Royalty Manager-Audit, he joined Heavy Hitters as Manager of Royalties and Publishing Administration in August of 2019. During his brief time at Heavy Hitters, Burnett already has implemented a whole new company-wide royalty program. He has also moved MIME's entire catalog, under his supervision, to ensure everything is housed together.

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About Made in Memphis Entertainment (MIME)

Made in Memphis Entertainment (MIME) is a Black-owned full-service entertainment company with global reach, but with its heart in the hometown of modern American music. Founded in 2015 by original Stax Records songwriter and Songwriters Hall of Fame inductee David Porter (CEO) and 20+ year business and legal veteran Tony Alexander (President and Managing Director), MIME is dedicated to re-establishing Memphis as a key music industry hub while expanding its influence around the world, all while developing and promoting diverse talent on both the creative and business sides of the industry.

MIME's family of companies includes MIME Records, an independent record label home to artists like Porcelan, Brandon Lewis, and Jessica Ray; MIME Publishing, an independent music publishing company that handles Porter's legendary songwriting catalog and other copyrights of some of the most sought after young producers in hip-hop and R&B; Heavy Hitters Music, a film, TV, and ad sync company with an all-female creative team and Emmy-winning music catalog; Beatroot Music, the only Black-owned music distributor in the U.S., as well as Beatroot Africa; and 4U Recording, a state-of-the-art recording studio in Memphis with more branches opening soon.

For more information, visit www.mimecorp.com.

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