

## **Full Biography**

***SHANTI DAS*** is an accomplished Music Industry Executive, Philanthropist, Speaker, Entrepreneur, Author, and Consultant.

An Atlanta native, Shanti enrolled as a full-time Syracuse student in the fall of 1989. In 1990 she entered Syracuse's S.I. Newhouse School of Communications, majoring in Television, Radio and Film. That year she also became an on-air disc jockey for the campus radio station, WJPZ. By 1991 she was promoted to WJPZ's Assistant Promotions Director and programmed a specialty Saturday night urban/hip-hop show for the station in '92. Shanti's other extra-curricular activities at Syracuse included Orientation Advisor (1990), member of the University 100 Ambassador Program (1991-92), member of the Black Communications Society and staff writer for "The Happenings," a widely read on campus urban entertainment publication.

A brilliant, no-nonsense student, she earned numerous awards, scholarships, and honors before graduating from Syracuse in 1993 with a Bachelor of Science degree. Among the most prestigious were being honored by the Phi Eta Sigma Honorary Fraternity (1990), S.I. Newhouse School Dean's List (spring and fall of 1990), winning a Delta Sigma Theta Minority Scholarship (1990), being named a Newhouse Scholar (1991), receiving the Wayne K. Brown Scholarship (1991-93), and the "Our Time has Come" (UB Black Hispanic/Miller) Scholarship (1992-93).

### ***Music Industry Marketing Expert***

Shanti's music industry career began as a Promotions Assistant for Capital records. Afterwards, she became a summer intern for Sony Music's Atlanta division's Sales Department. After her internship, and only four months after graduating from college, LaFace records hired her as its National Director of Promotions, where she worked closely with label founders Kenneth "Babyface" Edmonds and Antonio "LA" Reid. Das was instrumental in developing innovative promotional campaigns for OutKast, Goodie Mob, Usher, TLC and Toni Braxton among others.

She also toured with Braxton on her first major U.S. concert tour; TLC's smash 1995-96 "CrazySexyCool" tour, and Usher's '94 and '95 promotional tours. In 1996 Shanti was promoted to LaFace's marketing department, where she planned and coordinated major Marketing campaigns for OutKast, Donell Jones, Goodie Mob and Toni Braxton.

Recognized as a major music industry force, in 1997 she received Impact magazine's "National Promotion Director of the Year" award at its "Summer XII Conference." A year later, Impact deservedly named her "Music Executive of the Year."

Following the sale of the LaFace label to BMG in 2000, Das relocated to New York as Senior Director of Urban Marketing for Arista Records, she again working with LA Reid, Arista's new CEO at that time. The city of Atlanta honored her prior to her relocation with a free concert performed by OutKast in her honor, the "Key to the City," and an official proclamation as June 5, 2000, as "SHANTI DAS DAY."

In 2001, Shanti became Vice President of Urban Marketing at Columbia records. There she marketed high profile projects for Jermaine Dupri's So So Def label, scoring multiple successes with Jagged Edge, Bow Wow and JD himself. By 2003 she was elevated to Sr. Vice President of Urban Marketing at Sony Urban Music. Since then, she's developed and coordinated major marketing and artist development campaigns for Prince, Vivian Green, Lyfe Jennings, Omarion, Jagged Edge, and more.

*To enhance her experience, Shanti moved from Sony Music to Universal Motown as Executive Vice President of Urban Marketing and Artist Development. In addition to managing the marketing department, she was also the product manager for Erykah Badu, Busta Rhymes, and Stevie Wonder.*

### **Entrepreneur**

- Founder/CEO of **Press Reset Entertainment (2010-2019)**. Past clients include Devyne Stephens' Upfront Megatainment, The Grady Health Foundation, Atlanta Braves, National Black MBA Association, Johnny Gill, Demetria McKinney, Ken Ford, Noel Gourdin, and Kelly Price to name a few.

- Co-Founder of the successful weekly live music series, **R&B Live New York**, which showcased urban talent from signed and unsigned artists from **2007-2009**. Past performers included Ne-Yo, Fantasia, Akon, Estelle, Trey Songz, Ashanti, Brian McKnight, Ray J, Janelle Monae and Ryan Leslie. Celebrity attendees included Gayle King, Denzel Washington, Beyonce, Jay-Z, Diddy, R. Kelly, Terrence Howard, Gabrielle Union, Anthony Anderson, Bob Johnson, Sylvia Rhone, L. A. Reid, Lyor Cohen, Kevin Liles and Ludacris.
- Co-founder of the urban and pop music series **ATL LIVE on the Park (2010-2019)**, a monthly live music showcase launched in May 2010 that's become a staple among Atlanta's exclusive entertainment and professional crowd. Celebrity attendees include Ne-Yo, Akon, Chris Webber, Jazze Pha, and Jermaine Dupri. Past performers include Teddy Riley & Blackstreet, Dave Hollister, Miguel, Hal Linton, NEXT, Kelly Price, Vivian Green, Joe, Q Parker, Eric Roberson, Anthony Allen, Jagged Edge and many more!

### ***Philanthropist/Mentor***

Shanti Das is an advocate for many social issues. She started several successful initiatives/events including: **May We Rest In Peace** (raising \$30,000 to bury 30 individuals in Detroit, MI that did not have burial funds), **Happy Hour For Haiti** (raised \$5,000 to buy medical supplies for a village in Haiti after the earthquake), **No Reservations Needed** (an annual feeding with the Atlanta Mission for homeless community in Atlanta), **Samples That Serve** (annual Shoebox Party – collecting toiletries for homeless mothers and children for The United Way), **Backpack Blessings** (collection of back to school supplies for local schools with Walmart), **Day of Pampering** (Hair, Make-up pampering for moms at the Genesis Shelter), **Toys of Joy** (Holiday Toy drive benefitting local hospital) **Turn The Page** (book drive and reading program for local elementary and middle schools) an initiative turned called **#SilenceTheShame** to help educate and remove the stigma/shame surrounding mental health.

As a result of Shanti's extensive community work in the 2000 decade, she decided to establish her very own nonprofit, **The Hip-Hop Professional Foundation, Inc.** The foundation was rebranded under the name **Silence the Shame, Inc.** ([www.silencetheshame.com](http://www.silencetheshame.com)), the mental health movement that lead the way

since 2016. Silence the Shame also has its very own day – May 5<sup>th</sup> is National Silence the Shame Day!

Shanti has suffered from depression/anxiety over the years and has also experienced loved ones affected with mental health disorders.

**Silence the Shame, Inc** has received global awareness and has become a commonly used hashtag to normalize the conversation in America, especially in black communities.

*Shanti has also served on the board of **Hands on Atlanta, Big Kidz Foundation (Big Boi of Outkast) and the Congressional Black Caucus Foundation.** In addition, she has served on Advisory Board of the S.I. Newhouse School of Public Communications at Syracuse University.*

### ***Honors/Speaker***

*Shanti's impact on the entertainment industry has afforded her the opportunity to influence the lives of many across all walks of life. In 2007, the National Association of Black Female Executives in Music and Entertainment (NABFEME) honored Shanti as "Executive of The Year" and in 2009 she was named a Crain's Business "40 under 40" honoree. In addition, she was honored by the Women Entertainment Empowerment Network (WEEN) for their 2009 MISSION Award for her service of mentorship and empowerment for young women. Shanti was also recognized as one of Essence.com's "2010 Outstanding Black Women in Music" and as a 2010 Grey Goose "Rising Icon" recipient.*

### ***List of Additional Honors:***

*2021 **Culture Creators Health and Wellness Award***

*2020 **NAMI (National Alliance on Mental Health) awarded Shanti Das and Silence the Shame their 2020 **Multicultural Award.*****

*2020 Named an **Essence** magazine **Essential Hero** in Mental Health*

*2019 Shanti was named a **Top Changemaker in the World (#7 out of 100)** by a UK publication called *The Big Issue!**

*2019 The American College of Neuropsychopharmacology (ACNP) has named Shanti Das as the recipient of the 2019 **Media Award** for her program entitled, *Silence the Shame*, which openly addresses the stigmas and misconceptions on mental health.*

*2015 Delta Sigma Theta “Torch Award” for Community Service (Atlanta Alumnae Chapter)*

*2014 “Book of the Year” Award from HBCUConnect.com*

*2014 Legendary Award for Community Service in Atlanta, GA*

*2013 “Be Greater Atlanta Award” from the United Way and Atlanta Hawks Basketball Organization*

*2013 “Pink Samaritan” Award from AskAprilLove.com*

*2011 Sisters of Today & Tomorrow Empowerment Award*

Shanti has spoken on numerous panels that include Hip Hop Summit Action Network, the ESSENCE Young Women’s Leadership Conference, the Ladies First Hip-Hop Symposium at Princeton University and Spelman College’s WEL retreat on Leadership and more.

She also participated in the 2008 Harvard University Business School sponsored Executive Education Program; “Effective Strategies For Media Companies.”

### ***Speaker***

In addition to running her nonprofit, Shanti is a public speaker. She speaks live at companies/universities sharing her inspiring story and now facilitating virtual webinars around mental wellness with licensed mental health clinicians.

Companies include **Warner Chappell Publishing, National Geographic, SB Projects, Translation agency, NBA, Sony ATV, EA Sports, Reebok, LVMH, PUMA, Sony Music UK, Warner Media, Warner Music Group, Def Jam records, Cushman**

**& Wakefield, Freddie Mac, Dillard University, Syracuse University, Alabama A&M and more.**

### **Author**

*Shanti is author of **The Hip-Hop Professional 2.0: A Woman's Guide to Climbing the Ladder of Success in the Entertainment Business***

*([www.thehiphopprofessional.com](http://www.thehiphopprofessional.com) and as an ebook at Amazon.com: The Hip Hop Professional: Kindle Store and on iTunes). Chronicling Das' 20-year stint in the music business, The Hip-Hop Professional offers career advice and words of wisdom to show both aspiring and established industry professionals how to make it in the music world – on their own terms. Referencing various hip-hop song titles and lyrics throughout the book, The Hip-Hop Professional sets out to encourage women to uplift and support each other in the industry, something that doesn't happen too often. As Shanti often likes to say, "I shine, you shine."*

*Her second book is **Silencing MY Shame** – an intimate account of her mental health journey from childhood to adulthood.*

*Her first pocket guide, **The 1-2-3s of Networking** (available as an ebook for Kindle and iTunes), is a pocket guide of 30 invaluable networking tips to expand your professional contact base. The book reminds readers at every stage in their career, networking can lead to new opportunities. It offers invaluable tips to push past procrastination and encourages building contacts immediately. Shanti is a firm believer "that your net-worth is more valuable based upon your net-work!"*

*The second pocket guide in the business guide series is **The 1,2,3s of Entrepreneurship**. It is a pocket guide of 30 tips from successful entrepreneurs to start and move your business forward. Entrepreneurs offering contributing tips include: Movie Producer Will Packer, Entrepreneur Daymond John, Attorney Joel Katz, Brand Expert Steve Stoute, TV Host Bevy Smith and more!*