

Ron Gillyard

Ron Gillyard is a trusted marketing and media executive who has advanced the initiatives of companies and individuals in the technology, marketing, and music industries for nearly 30 years. An intuitive strategist, Gillyard has been instrumental in building brands and shaping culture while consistently driving revenue growth, market penetration, and creative development for his clients.

Gillyard is Partner and Chief Growth Officer of Quantasy + Associates [Q+A], based in Los Angeles, CA. Quantasy is a fully integrated brand services agency that exists at the intersection of entertainment, advertising, technology and culture. With expertise that spans the four pillars of Advertising, Content, Influencers, and Platforms + Technology, Quantasy empowers brands to push culture forward. The company has grown from six to 85 employees with five agency of record accounts over the last decade.

Gillyard's unique vision and leadership helped earn the agency numerous industry awards. Quantasy was Ad Age Multicultural Small Agency of The Year (West Coast) 2021 and was named one of America's fastest growing private companies in 2018 by Inc. magazine. Clients include Wells Fargo, Spotify, Kevin Hart/Laugh Out Loud, California Lottery, Target, Honda and Acura Motors. Along with partners at Q&A, he is launching Quantasy Studios, which currently has multiple film and TV projects in development.

Prior to Quantasy, Gillyard enjoyed a remarkable career in the music and entertainment industry. Over the course of his career, he served as VP at Motown Records, EVP & General Manager of Bad Boy Entertainment, EVP of Urban Music at J Records, and President of Urban Music at Interscope Records. While in these positions he oversaw the A&R, marketing, and sales of more than 160 million albums. Over the years he has worked with some of the biggest and most influential artists in the world, including Alicia Keys, Luther Vandross, Stevie Wonder, Sean "P Diddy" Combs, Notorious B.I.G., Mary J. Blige, Tupac Shakur, Eminem, Snoop Dog and 50 Cent. Gillyard was awarded a Grammy award for his work as a producer on Bebe & Cece Winans' album "Still" in the category of Best Contemporary R&B Gospel Album. Gillyard remains a highly sought after and trusted advisor to many in the entertainment industry.

Gillyard is also a producer of film and stage. He is currently producing a musical, BORN FOR THIS, and has positioned the show for a run on Broadway. He is also in development of a play that will bring the life story of Sidney Poitier to Broadway. He is the co-producer of the award-winning documentary Maurice Hines: Bring Them Back (Starz) and the Executive Producer of Peabody-winning, Emmy-nominated documentary, Mr. Soul (HBO), with several other projects in development.

Gillyard has served on the board of directors of the National Academy of Recording Arts & Sciences (NARAS) and the board of the Washington, D.C.-based Congressional Award, which awards young people who provide exceptional service to their community. In addition to his service commitments, Gillyard also regularly serves as a speaker on media and culture and mentors industry executives and creatives. He currently sits on the board of directors of the Center Theater Group (Los Angeles) and the Boston Arts Academy Foundation Advisory Council, as well as the advisory board of the music startups Trubify and RapStudy.

gillyardron@gmail.com

<https://www.linkedin.com/in/ron-gillyard-21935840/>

Ron Gillyard

gillyardron@gmail.com

<https://www.linkedin.com/in/ron-gillyard-21935840/>