

Meet

MARSHA TAYLOR, founder of **Hidden Agenda™**

ENTREPRENEUR



EVENT PLANNER



CONSULTANT



While it can be quite an undertaking to master the elements of running a business, especially one that offers services ranging from administrative assistance and business consulting to media coaching and event planning; Marsha Taylor not only understands them, she has lived them. From the stage to the boardroom, she made it her business to experience just about any and every thing she was interested in; making her *hidden agendas* first hand realities.

When Marsha rounded up twenty-five young girls in her neighborhood and formed The Timpson Place Dance Company, **at the age of 12**, everyone realized that this young lady was a natural leader. A boss-in-the-making, she directed those in her community to help with promotion, marketing, ticket sales, costumes, and several productions. *“I guess the entrepreneurial hustle in me started early. I’m from Harlem, what can I say?”* Armed with a creative mind, superior organizational skills, plenty of ambition, and fierce determination; it wouldn’t be long before she began to make her mark in business. Throughout the years, whether developing, assisting, coordinating, or volunteering, Marsha Taylor continued to thrive by embodying the same focus, energy, and execution of that twelve year old girl.

As a youngster, Marsha became both the first Little Miss Black New York State and Little Miss Black U.S.A. This thrust her into the spotlight at an early age where she performed at venues such as Carnegie Hall and Harlem’s famed Apollo Theatre, where she became a four time winner of the legendary Amateur Night competition. She filmed Girl Scout commercials, conducted interviews for television, radio and magazines, and appeared along side of entertainers and politicians at major events. Marsha was eventually handpicked by producers to perform the lead role in the off-Broadway play, *Mama I Want To Sing*. She also became the youngest member ever selected to perform and tour Europe with the *DODDS (Department of Defense Dependents Schools) Honor Choir*. One of the highlights of her career was the moment she brought tears to the eyes of heavyweight boxing champ and icon Muhammad Ali as she sang “The Greatest” to him at the world famous Cotton Club.

As a young adult, Marsha began her work experience in corporate America. Yet even within a structured environment, she found a way to incorporate her knack for entertainment and event planning. While at Prudential Securities, she coordinated monthly Law & Compliance luncheons for legal counsels of top New York firms including: Citigroup, Goldman Sachs, Morgan Stanley, UBS, Merrill Lynch, and Bear Stearns. She also developed and coordinated financial seminars for the administrative staff. Understanding her talent and her desire to work in the music industry, a friend recruited Marsha to work at J-Luv Entertainment, a subsidiary of Motown Records. It was there that she reported directly to the President and oversaw all aspects concerning Motown producers and recording artists, including budgets, travel, and studio sessions. Marsha then landed a job as President of Simply Music Entertainment, one of the first internet-based record labels. She oversaw a staff of six, a multi-million dollar budget, and the development of album projects. In addition, she spearheaded the development of the company’s website which included coordinating the filming of concert footage and interviews with top recording artists including: Carl Thomas, Kelly Price, Destiny’s Child, and Nelly.

In 1998, Marsha started her own company, Hidden Agenda, where she provided administrative assistance for producers and engineers working with such companies as Elektra Records, Bad Boy Entertainment, Universal Music Group, Virgin, and Roc-A-Fella Records. The company then expanded its operations to also offer media coaching to clients who sought to become more confident with public speaking. Hidden Agenda also provided strategic marketing initiatives, event planning and project support on promotional campaigns for clients including T-Mobile (“Fave 5”), CNET, and the NYC Department of Education. Other events included The Jerry Walker Youth Basketball Tournament, the Little Miss and Miss Nubian Teen Pageants, North General Hospital's Harlem Health Fair and its World HIV and AIDS Testing Day event, and the Woman’s Health Care in the Millennium (WHIM) HIV/AIDS Awareness Day; and when the daytime events were completed, Hidden Agenda coordinated some of New York City’s hottest evening networking events which featured celebrities, models, and the best DJ’s.

Marsha has served as a panel speaker at Reverend Al Sharpton’s annual National Action Network Convention, while also volunteering for the Coca-Cola/Apollo Theater tour of city schools, where she spoke about career choices within the entertainment industry and offered guidance to New York and New Jersey area junior high and high school students. She is a board member and media consultant for the *African American Women in Cinema Film Festival* as well as a committee member for the *Jam Master Jay Foundation for Youth*.

An honors graduate of New York University, Marsha holds a bachelor’s degree in Organizational Behavior and Communication.