

Meet

MARSHA TAYLOR, President of Hidden Agenda

ENTREPRENEUR



EVENT PRODUCER



CONSULTANT

Who is Marsha Taylor?

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.



Early Life

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, she continued to thrive by embodying the same focus, energy, and execution of that twelve year old girl.

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 label producers and recording artists, including budgets, travel, and studio sessions. Marsha then landed a job as President of Simply Music Entertainment, one the first internet-based record labels. She oversaw a staff of six, a multi-million dollar budget, and the development of projects. In addition, she spearheaded the development of the company’s website which included coordinating the filming of concert footage and interviews with many of the music industry’s top recording artists. After relocating to the south for a few years, Marsha was hired as the Events Coordinator of Shaw Air Force Base where she was responsible for bringing in entertainment for hundreds of Army and Air Force members and their families. She was also elected as a Commissioner of the Sumter County Cultural Commission. In 2018, she served as a special project hire for the NBA where she assisted with preparations for the All-Star 2018 Weekend.

Hidden Agenda

In 1998, Marsha started her own company, Hidden Agenda, where she provided administrative assistance for top music producers and recording engineers, working with such companies as Bad Boy Entertainment, Universal Music Group, and Roc-A-Fella Records. The company then expanded its operations to also offer media coaching to artists who sought to become more confident with public speaking. Hidden Agenda further branched out and 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 events, and the Woman’s Health Care in the Millennium (WHIM) HIV/AIDS Awareness Day. When the daytime events were completed, Hidden Agenda coordinated some of New York City’s hottest evening networking events. In 2017, Hidden Agenda produced the first annual LOL Comedy Honors, an awards show that honored comedians past, present and future. Attended by top comics, along with families of legendary comedians, it was a historic, one of a kind awards show that is destined to be around for years to come.

Other Work

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 consultant for the African American Women in Cinema Film Festival.

Personal Life

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