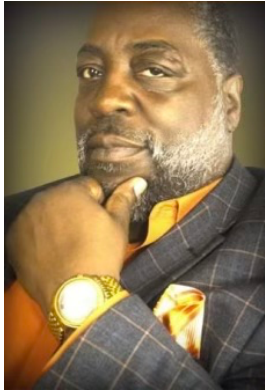


Edward “Eddie” Levert Jr.



Edward “Eddie” Levert Jr., is a music executive native from Los Angeles, California, son of soul singer Eddie Levert Sr., and older brother to Gerald and Sean Levert from the Grammy nominated group “LeVert.” He got his start in the music industry due to his experience being on the road alongside his father Eddie Levert Sr., and group members of “The O’Jays.” Soon he was picking up the tricks of the trade learning how to maneuver to find his way in the entertainment industry. While in attending El Camino College, Eddie made the decision to drop out to pursue his passion in the music industry. When his brothers, Gerald and Sean came to him for help with their music career, it became apparent that’s what he should be doing. He knew then what he had to do and he did it learning as much as he could to nurture his skills as manager getting “LeVert” signed to their first major record deal signed in 1987 to Atlantic Records. This experience enhanced his keen sense of business savvy and confidence. Since that move, he has been involved with the launch of some of the music industry’s most sort after artist of today.

The growth of Eddie’s career working as manager for the group “LeVert” and starting Tempre Record Label with his brother Gerald, is where he focused on talent, artist development and the day-to-day operations of the business. Eddie was instrumental in the height of his artist success by shaping their career and helping them sell over 20 million records worldwide, a total that included studio albums, singles and video release, digital downloads, and compilation albums to becoming a global sensation. Eddie’s tenure at Tempre management and production company, he represented artist such as LeVert (Atlantic Records), Men At Large (Atlantic Records), Rude Boys (Atlantic Records), Damain Dane (La’Face), Ready for The World (Epic), and Night and Day R&B (Jive) cultivating artist talent, maintaining touring management, partnerships, and securing record deals. While his brothers group “LeVert” gained national and international success so did the range of opportunities that came in great demand.

Eddie established “LeVert” R&B group as a household name appearing on stage with Patti Labelle, The O’Jays and Gladys Knight, Bobby Brown, Freddy Jackson, and TLC. Their notoriety earned them several nominations and awards, American Music Awards, Soul Train Awards, NAACP Image Awards, ASCAP Awards and BMI Awards. In 1986, the LeVert first breakout hit “Pop Pop Goes My Mind” which peaked at number one on Billboard Black Singles chart. Their next big hit was “Casanova” in 1987 reached number 1 on the Billboard 100 singles chart and number 2 on the UK Single Chart, it was also number 1 on Billboard Hot Black Singles Chart. Then he got their song “Casanova” featured in the 1987 movie “The Pick-Up Artist” starring Robert Downey Jr., Molly Ringwald and appeared on the soundtrack album of the Whoopi Goldberg movie, “Fatal Beauty,” releasing the same year. “Addicted to You” was featured on the original soundtrack in the 1988 movie, “Coming to America” starring Eddie Murphy, Arsenio Hall, the late James Earl Jones, John Amos, Madge Sinclair, Shari Headley, and “Action Jackson” in 1988 starring Carl Weathers, Vanity, Craig T. Nelson and Sharon Stone and Paula Abdul. Thereafter “LeVert” scored five number 1 singles, seven top singles and four top 20 singles on the Billboard R&B charts at the height of their career. Eddie also got Gerald as a guest star on the hit television show, “The Jamie Foxx Show.”



Other accomplishments after his tenure at Tempre Records, Eddie Jr., in 1988 started his next venture Road Warrior booking agency with business partners A.B and Curtis Seay. The booking agency quickly became a success booking artists like Snoop Dogg, Bobby Brown Gladys Knight, The O’Jays, Patti Labelle, Bow Wow, Keith Sweat, Too Short, Scarface, Toni Tone Tony, Glen Lewis, Melba More, K Slay, Xscape, Da Brat, just to name a few. He was president of several record labels Tight Eye, Money Tree Records, Smooth Sailing Records and promoting newly formed label Slip N Slide Records recording artist Trick Daddy. With the over whelming success of “LeVert” allowed Eddie to learn the value of perseverance, passion, hard work and how to enhance his creative techniques in business. As his reputation grew, the industry took great interest and artists began calling upon his expertise. Eddie Levert Jr., now serves as President Levert Foundation II, a non-profit serving surrounding communities to fatherless families founded by his father Eddie Levert Sr. As an extension of his business ventures, he runs Levert MultiMedia Group, CEO and founder of an entertainment company that focuses on media entertainment.