

# LENNIE PETZE

A SENIOR LEVEL, RECORD COMPANY EXECUTIVE WITH OVER 50 YEARS EXPERIENCE IN THE MUSIC INDUSTRY. SPECIALIZING IN THE ARTIST & REPERTOIRE FIELD WITH OVER 100 GOLD, PLATINUM AND MULTI-PLATINUM AWARDS FOR RECORDING ARTISTS SIGNED AND RECORDS PRODUCED WITH SALES OF OVER 150 MILLION UNITS. SOLELY RESPONSIBLE FOR THE DISCOVERY OF CYNDI LAUPER AND BOSTON. .

## The Early Years:

It's a Friday night in early 1957. Fourteen year old Lennie Petze was excited to be at what was his first high school dance, "A Record Hop." A Disc Jockey was playing the hit 45's of the day. The sound was loud and bouncing off the wooden walls in the Weymouth Massachusetts High School gymnasium. A new sound of guitars, drums, pumping bass and vocals bred energy for all the teenagers anxious to dance, to a sound created by "Rock and Roll"

The DJ replayed "Party Doll" by Buddy Knox five times in three hours! He also played "Poor Butterfly" by Charlie Gracie, "Roll Over Beethoven" by Chuck Berry, "Eddie My Love" by The Teen Queens and "I'm Sticking With You" by Jimmy Bowen.

Lennie had heard all these songs on Boston radio, but this environment added another dimension of excitement. One that left him longing to create that environment for himself and become a bigger part of it.

It was this experience that lead to experimenting with the formation of bands. Teens from the suburbs of Boston, Massachusetts; Weymouth, Quincy and Braintree that called themselves "The Rhythm Rockers", "The Rainbows"", and The Reveleers" kicking off a hugely successful music career lasting over 50 years.

Ultimately four teens from those bands; Lennie Petze, Jimmy Petze, Ray Pizzi and Lenny Collins came together to form a band called The Rondels who started writing and recording together as The Rondels in 1959.

They made a demo. As luck would have it, the demo they recorded of an old standard song titled "Greensleeves" would find its way to the ears of a producer in New York City named "Bugs" Bower. Bug's was currently having huge success with an artist named Brian Hyland. Brian's record of 'Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" was a top five record at the time and destined to get to the number one position on all the music charts.



The Rondels enjoyed a ten year career that produced a healthy eight singles between 1961 and 1964, and scored a US Top 100 hit in 1961 with *Back Beat No. 1*. This led to The Rondels performing on Dick Clark's American Bandstand TV show and in 1966 and The Jackie Gleason TV Show from Miami Beach sometime later. They also did a brief promotional tour with fellow Amy Records artist Vigor Fisher. Lennie, commented: "We had so many great times, but one of the best was being on American Bandstand."

The Rondels finally came to an end in 1968. Lennie said, "By then things were not going so well for the band. We all had children, money was tight, and we were getting tired of playing the likes of "Mustang Sally" and "Woolly Bully" in clubs all around New England.

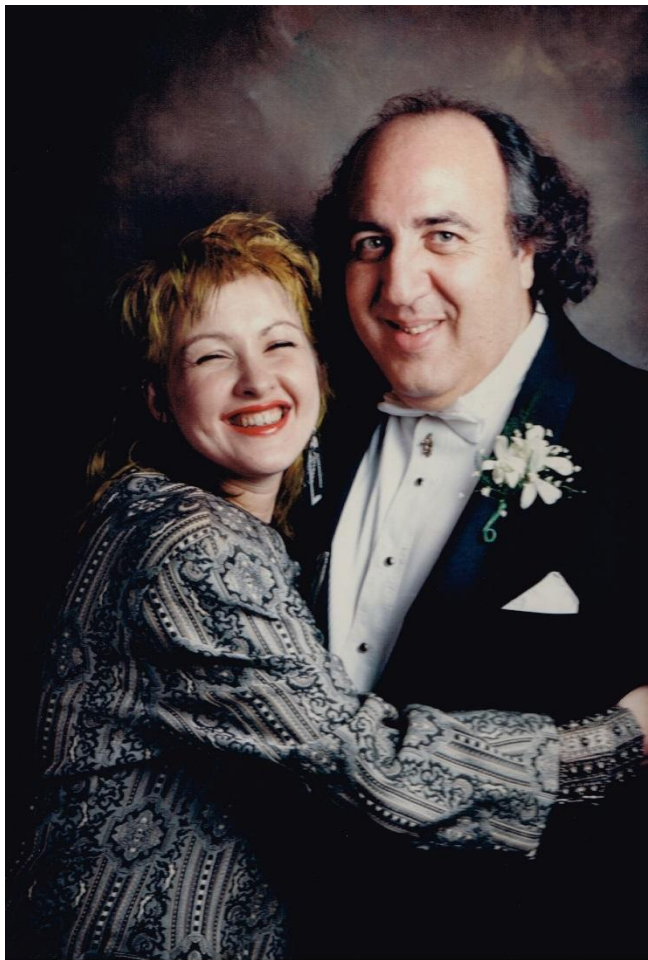
## Changing Direction:

Lennie had become friends with the very A&R man who had signed The Rondels. He had told Lennie that if he ever wanted to get into the music business and needed a job to call him. As luck would have it, the local promotion rep for Philips Records in Boston, Walter Lee, a friend of his from high school, was leaving for a new position and he called Lennie and gave him a heads up! He got the job with Philips, Smash, and Fontana Records and that was the beginning of the rest of his life after The Rondels.

After two years at Philips, Smash and Fontana, Lennie was hired by Apple Records as Northeast Regional Promotion Manager. After that, he went back to a local promotion job in Boston handling Electra, Uni and many other labels.

In 1970, Lennie was hired by Epic Records as Local Promotion Manager in Boston. This marked the start of an amazingly successful, 21 year career with parent company CBS Records. Lennie rapidly climbed the corporate ladder. He was promoted to Northeast Regional Promotion Manager in 1972 and in 1975 he became Director of East Coast A&R for Epic Records.

## Promoted To Vice President of Epic Records A&R:



In 1977 Lennie continued his upward climb! He became Vice President of Epic A&R until 1980 when he became Vice President and General Manager of Portrait Records.

In his capacity as Vice President and General Manager of the Portrait Label. He redeveloped the CBS owned label which had an unsuccessful start based in Los Angeles, California between the years 1977-1979.

The first four artists Lennie signed to Portrait were Aldo Nova, Eddy Grant, Saga, and Cyndi Lauper. All four albums released on the new Portrait label were hits! Aldo Nova sold 1 million units; Saga 500 thousand units; Eddy Grant sold 2 million units, and Cyndi Lauper 7 million units. This generated billing of over 60 million dollars in three (3) years. This position required him to take a stronger focus on marketing and sales techniques and involved more travel while working directly with the sales force in branches around the country.

When he signed Cyndi Lauper, she became first successful female artist for the EPIC family of labels. Lennie was Executive producer of Cyndi Lauper's debut LP, "She's so Unusual, " which included 4 top 5 singles: "Girls Just Want to Have Fun," "Time After Time," "All Through the Night," and "She Bop." And a fifth single "Money Changes Everything" hit #27 on the Billboard top 100. He then acquired Sade from

CBS International for the Portrait Label. Her debut album, "Diamond Life, "sold in excess of 7 million units worldwide.

### Promoted To Senior Vice President of Epic and Portrait A&R:

This success led to his next promotion. That of being Senior Vice President of A&R for the Epic and Portrait labels in 1982. This high profile position required expertise in evaluating musical talent from around the world.

He took a hands-on creative involvement with all artists signed to artist roster. He determined songs to be recorded, selected producers and studios. He managed the album and single release schedule. He allocated and administered annual talent and departmental budgets exceeding \$12 million, and managed a staff of 8 Executives, 6 Directors, and 2 Vice Presidents in New York and Los Angeles.

Lennie served as liaison between A&R Department and label support departments including Promotion, Product Management Marketing, Publicity, Video Production and Sales. He signed many successful artists to Epic and Portrait rosters during this time. These included Europe, Miami Sound Machine, Sade, Accept, Basia, Elmo & Patsy, Don Johnson and Til Tuesday.

### Grammy Nominations & Wins:

For three years in a row under Lennie Petze's direction, Epic/Portrait had 4 Grammy nominations, for Best New Artist of the Year, Culture Club, Cyndi Lauper, Sade, and Til Tuesday. Three of the four artists, won Best New Artist.

Lennie was the executive producer of Cyndi Lauper's debut album "She's So Unusual" which produced four Top Five tracks. "Girls Just Wanna Have Fun", "Time After Time," " She Bop," and "All Through The Night". Lennie Co-produced the number one single "True Colors" and the number two single "Change of Heart" from Cyndi Lauper's second album "True Colors" which sold in excess of 6 million units worldwide and went Top Five on Billboard's Album Chart.

### Worked With Many Artists:

He also worked directly with such artists as Michael Jackson, Luther Vandross, Charlie Daniels Band, REO Speedwagon, Molly Hatchet, Jeff Beck, George Duke and Stanley Clark, Lene Lovich, Ian Dury, Cheap Trick, Patti LaBelle, Dan Fogelberg, Meatloaf, Europe, Heatwave, Danger Danger, Accept, Mtume, Wet Willie, Nantucket, Arthur Baker, Atlanta Rhythm Section, Teena Marie, The Bangles, Michael Bolton, Kansas Tom Jones, Englebert Humperdink and The Clash.

In 1987 Lennie traveled to France to produce the audio for the HBO Special "Cyndi Lauper Live in Paris"

### Senior Vice President of Imagine and Epic Records

In 1988, Lennie was appointed Senior Vice President of Imagine and Epic Records. He originated an entrepreneurial situation which allowed for the development of an in-house CBS associated label of EPIC Records. He was solely responsible for the Imagine Records label. This included; evaluating talent, signing of artists, contract negotiations, budget administration, producer and studio selection, establishing product releases, communicating with all support departments of Epic Records: Product Management, Marketing, Promotion, Publicity, Video Production and Sales with respect to each record release.

He successfully signed Danger Danger, resulting in revenues of over \$3.0 million in sales and additional revenues exceeded \$2 million in less than 2 1/2 years. During his tenure in this position CBS Records was purchased by Sony Records and in 1991 Lennie decided to end his time at

CBS/SONY and he entered the next phase of his career founding PMG Petze Music Group based in Stamford Connecticut and he became President of this new company.

### Changing Direction:

Petze Music Group or PMG, consisted of: Red Sox Music Productions, Red Sox Music Publishing and Imagine Records. Lennie was responsible for the financial, managerial and creative functions of this international talent company. He traveled extensively to evaluate and pursue promising artists in the music field. He served as liaison for artists signed to PMG to Record labels with whom PMG did business. He was responsible for contract negotiations, budget administration, producer selection, studio selection, etc. He signed two new artists to Savage Records for long-term recording contracts, managed two record producers and two recording engineers.

### Aureus Records

In 1990, Lennie founded and became President of Aureus Records Inc. which was based in Mashpee, MA and New York, NY. He was responsible for the founding, organization, and development of Aureus as a national record label. As President, he was responsible for overseeing the incorporation of the business, establishment of offices in Massachusetts and New York as well as financial planning, the hiring of personnel, seeking out and negotiating distribution agreements, artist acquisition, record production and artist development.

He also promoted, searched out, and successfully implemented agreements for licensing masters to and from labels in foreign markets. He established a successful Aureus Record Internet presence for the company which allowed several thousand visitors per month to hear live samples of the label's catalog.

He signed The Outhere Brothers; whose first release "Boom Boom Boom" charted for 6 months on the Billboard Hot 100. The hit single "Boom Boom Boom" was included in 2 of the most successful dance compilation packages ever released; "Jock Jams" on Tommy Boy and "Ultimate Dance Party" on Arista with total sales of over 5 million units.

He signed Fruit De La Passion and Executive Produced English version of "Tic Tic Tac" which climbed the Billboard Hot 100 Chart to Top 10 Status in NYC. The Aureus roster consisted of 10 acts in the Dance/Pop, House, R& B and Rap genres and was distributed by Warlock Records.

Independent of Aureus, in 1991 Lennie consulted with and helped promote a single release of a New England band called Last Cry on the Indie Joste Label. Their single "In The Name Of Love" was a Top 60 Pick in Billboard and nearly broke onto the Billboard Top 100 Chart.

The single was picking momentum getting airplay on over 50 stations across the country and was climbing rapidly on several radio station charts. It reach the top ten on several stations across the country and number 1 on one. The climb ended abruptly when Nirvana's "Smells Like Teen Spirit" broke onto the charts changing the direction of music forever. Last Cry featured a young keyboardist named Sean Peter Hagon who also wrote the B side "City Queen."

## The Next Phase Of An Amazing Career:

After Aureus, Lennie decided to semi-retire. He wanted to finally spend time with his high school sweetheart Cecile, whom he married right after High School. The Petze family was growing too. The Petze's recently celebrated 50 years of marriage. They raised two sons Joey and Richie, and two daughters Laura and Jennifer. All are happily married with children of their own making Lennie and Cecile grandparents 8 times over.

Even in semi-retirement, Lennie Petze still gets involved in music projects in various capacities. There include the comeback album "The Seventh Seal" by the Rapper Rakim. It was released in November of 2009 and was Rakim's first album in ten years.

Since Lennie "semi-retired" in 1994, according to All Music's web site ([allmusic.com](http://allmusic.com)) Lennie Petze has been credited on more than 25 Albums listed in various capacities as Producer, Executive Producer, Arranger, Audio Producer, and Background Vocals.



## Full Circle – Back To His Roots:

Having recently acquired the rights to most of The Rondels music from the 1960s, Lennie Petze is in the process of archiving all the music that the band recorded +and presently ACE RECORDS of London, England has just released an album of unreleased instrumental gems in a compilation titled: "Long Lost Honkers And Twangers" This CD includes two tracks from The Rondels "Zombie" and "Showboat".

Apparently, you can take the man out of the music . . . but you can't take the music out of the man.

## In Summary:

### LENNIE PETZE WORKED DIRECTLY WITH THE FOLLOWING ARTISTS:

MICHAEL JACKSON, BOSTON, EDDY GRANT, THE JACKSONS, MEATLOAF, REO SPEEDWAGON, EUROPE, CHEAP TRICK, HEATWAVE, JEFF BECK, CYNDI LAUPER, MIAMI SOUND MACHINE, MOLLY HATCHET, GLORIA ESTEFAN, DANGER DANGER, THE CLASH, ACCEPT, DAN FOGELBERG, TIL TUESDAY, ATLANTA RHYTHM SECTION, SAGA, GEORGE DUKE, ALDO NOVA, STANLEY CLARKE, SADE, TEENA MARIE, MTUME, THE BANGLES, WET WILLIE, EYRA GAIL NICOLE McCLOUD, MICHEAL BOLTON, BILLY JOEL, PATTIE LABELLE, LENE LOVICH, ARTHUR BAKER, LUTHER VANDROSS, PHILIP BAILEY, DON JOHNSON, CHARLIE DANIELS, BAND, KANSAS

### EXECUTIVE PRODUCER

**CYNDI LAUPER** - Debut top 5 album, "She's So Unusual" - Top 5 Singles, "Girl's Just Want to Have Fun," "She Bop" and "All Through the Night" - Top 20 single, "Money Changes Everything"

**DANGER DANGER** - Debut album on "Imagine" Records with sales of over 400,000 units.

**ALDO NOVA** - Debut album with sales of over 1 million units.

### PRODUCER:

**CYNDI LAUPER** - Album entitled "True Colors" Number 1 single "True Colors"

Number 2 single "Change of Heart" The HBO Special "Cyndi Lauper Live in Paris"

### INTERESTS & ACTIVITIES

Member National Academy of Recording Arts & Sciences

Volunteer for Special Olympics

Member of Committee to Elect the Mayor

1994 To Present Responsible for consulting Sony Music Inc. Sony Music Publishing, and Sony Music International