

PLATINUM MEMBER SPOTLIGHT

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Artist Manager / Owner of Caelum Terra Music

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How did you get your start in the music industry?

I was fortunate to meet industry veteran Denny Keitzman in high school, and got to be a fly on the wall for two weeks of pre-production for dcTalk's 'Free At Last' tour in 1993. I ended up spending 20+ years in the finance world, but always had a draw to the business side of music from those early days of seeing Denny make the machine work. Fast forward to just about the right time for a midlife crisis, and a good friend of mine was asked to take over the lead singer duties for Sanctus Real on the heels of a crazy unprecedented conversation. In the vacuum of a reboot, with God's grace and provision, I found myself as the interim manager because I happened to be 'a guy who can read contracts.' When I stepped into this role I was excited, optimistic and a little fearful, but it was essentially a favor to a friend and being in the right place at the right time (read: 'God knows things'). Over the first few years as I waited for my replacement, there was a mutual realization that I could really be the guy that could actually do the job. I knew the only chance I had entering a new industry twenty years too late would be predicated on the Lord being in it, so I chose the name 'caelum terra', which is Latin for 'heaven to earth'. I was definitely building the plane as I was flying it, but 7 years later I'm blessed to have met a number of wonderful people, made some great friends and been a part of the creation of some incredible music.

Tell us about Caelum Terra Music - its mission and vision.

As I jumped into the deep end and learned the various facets of the industry, it became apparent to me that there are a lot of murky aspects that artists don't always fully understand. To the extent I've been able to deconstruct the machine in order to help artists navigate it, I've grown in my ability to really get to the 'why' behind the ways things are done. That's not to say the machine is a bad thing - just that artists can feel like passengers beholden to something outside of their control. So I suppose my mission is to equip them to become drivers, and to help them really understand the parts of their career they may not have spent enough time considering because they didn't have to.

My vision is a brand synonymous with genuinely great artist and industry relationships. I've seen the tear-down mentality in action, and in the words of Joe Rogan, 'the antidote to bad speech is good speech'. I won't always get it right, but I'll always look out for the best interests of my clients and do what I say I'll do. I hope to always reflect Christ in my interactions, and where I fail I will take responsibility and ask for forgiveness.



What are the different features offered through Caelum Terra Music? Is it available to anyone?

Some of the differences are structural, but a good bit of it is really just the ethos of what I want this thing to be - missional. I'm not sure I could fully explain it unless we sat down for two hours and talked about blurry creatures, 80's metal, 90's rock, the latest Morgan Wallen record, Ford vs. Chevy, Keynes vs. Von Mises, Arminius vs. Calvin, Enneagram vs. Gallup Strengths, my disdain for the shift key, saying 'bless you' (and why) - and a few other divisive topics (I hope I forced at least half of you to go to duck-duckgo). I will always seek to deliver my opinion tactfully, but I do have convictions. and some of my favorite people are those with different convictions! You know who you are...we've been on a bus together.

I'd love to list all the differences, but I would never want them to be interpreted as things I think are 'better'. I have a way of seeing the world that resonates with some, but definitely not with others. I hope one of those differences is taking a chance on something I believe in, especially in the absence of any metrics to support it. Balancing instinct with practicality is tough, but if my gut says go... I'm gonna go. I've recently been blessed to sign an artist who I firmly believe will change Christian music. It's a crazy barbell. On one hand I fell backwards into some of the best under-recognized legacy songwriters and musicians you'll ever meet in Sanctus Real, and on the other artist discovery and development is crazy exciting. And if you don't know her yet - you will.

I love that this industry of Christian music has many avenues of success, and want to celebrate those different from mine. So, that said...it's not available to everyone. and 'different' is a word oft-used to describe me.

How can people find out more about Caelum Terra Music?

You can check out my woefully under-pro website caelumterra.com, where you'll learn less than you did here. I think I have an instagram, where I have considerably shorter hair and less tattoos than I do now. I also have a LinkedIn. Not sure of the handle, but since I only use it to stalk people it's not going to reveal much.

So, you should probably just text me and we'll sit down together. I love most people, some people tolerate me, and some adventurous people even hire me.

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