



Cheri Cranford

Music . Industry . Professional

Cheri Cranford, a transformed country girl was born on Long Island in Stony Brook, New York but at the young age of 12, moved to Nashville with her family where she now considers “home.” Cranford always had a love and appreciation of music but began songwriting and singing in her teenage years and before she knew it, found herself performing at local venues including the stage of world famous Grand Ole Opry House and The Bluebird Cafe and with songs on hold by major artists and producers and cuts by numerous independent artists. Cranford has had songs published by top companies including the iconic Acuff Rose and has co-written with hit songwriters including Danny Mayo (“Jesus & Mama,” “Feed Jake,” “Keeper of the Stars”), Danny Wells (“Check Yes or No,” “These Days”), Kris Bergsnes (“A Ring Where A Ring Used To Be,” “Somebody Must Be Praying For Me,”), and Confederate Railroad’s Bill McCorvey. Just as things were beginning to take off with her writing career, Clive Davis tapped music business veteran Tim DuBois to open up Arista/Nashville and Cranford was offered a position, which she immediately accepted. Although she missed having time to write and perform, she enjoyed helping to build this label from the ground up. She was there from day one planning the grand opening party and when Alan Jackson transitioned over from working in the mailroom at The Nashville Network to a history-making recording artist to when DuBois put together singer/songwriters Kix Brooks & Ronnie Dunn to form the chart-topping, record-breaking duo Brooks & Dunn (in fact, her voice can even be heard on the track “Rock My World Little Country Girl”), Brad Paisley, (an intern at ASCAP at the time) was signed to the label and all the other amazing Arista artists who took off in the 90s. As time marched on and the music business went through consolidations and restructures, Cranford was blessed to survive decades of personnel changes as Arista became part of the RCA Label Group headed by Joe Galante and then in more recent years, Sony headed by Gary Overton where she parted ways after 25 years. During this time, in addition to her day-to-day label operations responsibilities, Cranford was also in charge of all the industry parties and special events for all of the labels including CMA Fest, ACM Awards, CMA Awards, Country Radio Seminar, Grammy Awards, and had the privilege of working with the likes of Kenny Chesney, Martina McBride, Carrie Underwood, Miranda Lambert, Dolly Parton, Jimmy Buffett, George Jones, Eddy Arnold, Huey Lewis, Jessica Simpson, Paula Abdul, Sharon Stone, Gwyneth Paltrow, ZZ Top, Bryan Adams, and the list goes on.

Following Sony, Cranford was GM at Streamsound Records/Red Vinyl Music Publishing where she oversaw the daily operations of the label group which was co-founded by award-winning record producer, Byron Gallimore (Tim McGraw, Faith Hill, Sugarland, etc.) and AristoMedia where she was a publicist and was responsible for PR efforts and special events for both established artists (Steve Wariner, Travis Tritt, John Carter Cash), and up-and-coming talent as well as for conventions like Country Radio Seminar, shows including Cirque du Soleil’s *Corteo*, Cavalia’s *Odyssey*, and movies including *Beautifully Broken* and brands including Country Faith (sold in Cracker Barrel Stores). Currently, Cranford does independent PR, special events, songwriter management, and consulting. She has been working with a mix of rising and established artists and songwriters as well as on fairs and festivals including NSAI’s Tin Pan South and The Gatlinburg Songwriters Festival. She also books talent for and handles production coordination and administration for the TV music series, *Jimmy Bowen & Friends* which reaches over 200 million households via The Family Channel, Heartland TV, etc. Although Cranford partners with Splash!PR for projects, she is in the process of launching her own company, FlairPR. Cranford is married to Music Publisher Dallas Gregory (Song Rocket Music) and has 2 children, Ashlyn & Hunter who are also in the entertainment industry.

“It all begins with a song and music is a powerful tool that has the ability to touch and change lives forever. I am living proof as it changed my life forever—it is how I built my career, met my husband, has become an inspiration and career path for both children and the blessings go on...”

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