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Cafaro get P'Gram executive duties. (Al Cafaro, Polygram Holding Inc.) *Chris Morris.*

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LOS ANGELES--A&M Records president Al Cafaro has been awarded a new role in his label's parent company as executive VP of PolyGram Holding Inc., the company overseeing all of PolyGram's U.S. interests.

Cafaro, who will remain in place as A&M president and continue to be based in Los Angeles, will report directly to PolyGram CEO Alain Levy.

According to PolyGram's official statement, Cafaro's new duties at PolyGram Holding Inc. will include "the monitoring of the development of Mercury Records." Ed Eckstine, who recently became sole president of Mercury, will report to Cafaro.

"We want to use [Cafaro's] experience and knowledge to assist and advise Ed in building Mercury into a well balanced and growing music company," Levy said in a prepared statement.

Cafaro defines his new duties as "an overview situation, working with Ed Eckstine ... It's his operation to run, and everybody's confident he'll do a terrific job."

Cafaro, who was promoted to senior VP/GM of A&M in May 1990 and elevated to the label presidency in November 1990, says A&M went through an extensive reorganization and refocusing in the last 18 months, and that PolyGram saw a similar need at Mercury.

However, Cafaro says he foresees no major reorganization at Mercury in the immediate future, although he believes "there's a need for a couple of key players."

He continues, "Marketing is definitely an area that needs refocusing at Mercury, and Ed has identified that as an area that needs staffing."

As for A&M, Cafaro says that newly elevated senior VP of marketing Jim Guerinot "is definitely one of the very key players" at the label. However, he adds that Guerinot is only one of several senior executives who will assist in directing A&M.

"That cadre is helping run A&M on a day-to-day basis," he says. "[But] I am very much involved in the process."

Cafaro attaches no significance to the fact that he reports to Levy, and not to Eric Kronfeld, president and chief operating officer of PolyGram Holding Inc.

"Levy has the heads of all operating companies reporting to him," Cafaro says. "This is a continuation of the fact that the labels report to Levy, and not to Eric."

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