



## Lance Freed

2012

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Lance Freed is President of Rondor Music International\*, comprised of Almo Music (ASCAP) and Irving Music (BMI). Founded in 1962, Rondor is considered one of the most respected and successful music publishing companies in the world.

With an unparalleled catalog of over 80,000 songs, Rondor publishes the works of Brian Wilson & Mike Love, Al Green, Avril Lavigne, Jane's Addiction, Otis Redding, Peter Frampton, Isaac Hayes, Supertramp, Tom Petty, Leon Russell, the Carpenters, Dire Straits, Waylon Jennings, Billy Preston, Paul Williams, and many more.

Mr. Freed has led Rondor's core creative team for over 35 years. As its president since 1980, he has mentored writers like Will Jennings, Leo Sayer, Melissa Etheridge, Peter Allen, Gerry Goffin, and Bryan Adams.

Under Mr. Freed's leadership, Rondor Music has received numerous awards and achievements. These include three Song of the Year Grammy's awarded to "From A Distance," "Tears In Heaven" and "My Heart Will Go On" and several Academy Awards for Best Song including "Shaft," "Arthur's Theme" and "My Heart Will Go On."

Rondor Music currently represents accomplished songwriters and artists including Rod Temperton, Mark Knopfler, Emmylou Harris, Bruce Springsteen, Jason Derulo, Mika, and Steven Van Zandt.

When he joined the company, Mr. Freed was pursuing pre-med studies at UCLA. The music industry is nothing new to Mr. Freed. Lance is the son of late famed D.J., Alan Freed, who is credited with coining the phrase "Rock N' Roll", so the transition was an easy one for him.

"To be in the room with a writer when that first note goes down and then have the opportunity to see that idea develop into an iconic song is a spiritual experience. There's nothing like it," explained Mr. Freed. "Everything about music publishing (to me) is positive. It's all about the songwriters. Our job is to help bring their songs to the public's attention." Freed continued, "Great songs are medicine for the soul: they help keep us healthy, give us strength when we need it and they bring a smile to people all over the world."

"It's been said before but it's always worth repeating," reflected Freed, "songs really do create the soundtrack to our lives."



Songwriters Hall of Fame's ongoing mission is to celebrate and honor the contributions of our great popular music songwriters who have written the soundtrack for our nation's history, while developing new writing talent through workshops, showcases, and digital initiatives.

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