



Quality Control Retains the Movement Management Advisors

ATLANTA, December 2019

Today, The Movement Management Advisors announced that the strategic advisory firm, led by Dash, has been retained to provide strategic planning, capital market preparation and corporate restructuring services to Pierre Thomas and Kevin Lee, founders of music industry titan ***Quality Control Music***. The Movement Advisors will focus on developing a long-term corporate strategic plan, development of capital market relationships with institutional investors, and developing operational and internal financial best practices and policies. Dash will lead the assignment as CFO and Head of Global Strategy for the company during his assignment.

“Coach and P have built QC Music into one of the most important cultural businesses platforms in the world,” said Dash. “I am proud and excited to assist them in executing their vision of expanding QC beyond music and into a global media company.”

“We are very excited to have Dash join us on our journey and help us execute our vision for our business. Together we will take Quality Control to new heights,” said Kevin “Coach K” Lee.



“What we’ve built is bigger than music; we are so much more,” said Pierre “Pee” Thomas. “Together, with Dash to advise and guide us we are going to take QC to the level of global domination!”



About Quality Control

Quality Control Music was founded in 2013 by CEO Pierre "P" Thomas and COO Kevin "Coach K" Lee. Garnering billions of streams yearly from groundbreaking acts like Migos, Lil' Yachty, Lil Baby and City Girls, Quality Control is without a doubt leading the charge as one of the biggest and most influential labels of today. In 2020 QC's Lil Baby released *My Turn*, the highest selling and streaming album of the year and the first and only album of 2020 to go RIAA certified double platinum, with his entire catalogue hitting over 20 billion streams. Acting as managers with their Solid Foundation Management, digital strategists, as well as label execs, Coach and Pee have earned the prestigious titles of 2018's Executives of the Year by *Billboard Magazine*, and Innovators of the Year by *Variety*. Spearheading their way through the culture in music, film, sports, and TV by breaking unknown acts, athletes and talent and taking them all the way to stadiums, QC has undoubtedly become the modern-day blueprint for success in the industry.



About The Movement Management Advisors

Dash is one of the nation's most highly sought-after strategic advisors. He and his firm, The Movement Management Advisors are an active advisor to C-suite executives, government officials, hedge funds, private and commercial banks, professional athletes, entertainers, entrepreneurs, ultra-high net worth investors, and multi-family offices. Described as a visionary and high-bandwidth thinker, Dash helps his clients “see around the corners” on their roads ahead, identifying high-potential opportunities, potential threats, high-value strategic partnerships, and structured financing solutions. His three decades of professional experience span a wide range of industries and is concentrated at present in strategic planning and capital markets access in the Media, Entertainment, Sports, and Cannabis industries. For more information, please visit themovementadvisors.com.