



**MATHEW  
KNOWLES**

ELECTRONIC PRESS KIT

*International Business Leader. Advisor. Deal Maker. Star Creator.*

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# CONTENTS

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Select one of the content titles below to jump to a specific section of the Press Kit.

TABLE OF CONTENTS.....	2
<b>BIOGRAPHY</b> .....	4-5
HIGHLIGHTS .....	6
<b>PUBLICATIONS</b> .....	7
MEDIA.....	8
<b>BOOKING INFORMATION</b> .....	9





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# BIOGRAPHY

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**M**athew Knowles is the founder, president, and CEO of Music World Entertainment (MWE) and has established himself as a titan in the realms of both entertainment and business. With nearly four decades of professional experience guiding his instruction, Mathew is also committed to education. He is presently the only professor privileged with the task of teaching courses at two different schools within Texas Southern University - the Jesse H. Jones School of Business and the School of Communications.

Born in Gadsden, Alabama, Mathew Knowles attributes his industrious values to his parents. His father supported the family, making just \$25 a week as a truck driver. His mother, a maid, earned only \$3 a day. For additional income, she would make and sell quilts on the weekends. This side business was one of Mr. Knowles' earliest introductions to entrepreneurship, inspiring him to work hard and stay driven.

The Knowles family instilled a strong sense of justice in their children. Mr. Knowles' mother was a particularly outspoken advocate for desegregation and, as a result, he prioritized his education. He became one of the first African-Americans to graduate from both Litchfield Junior High School and Gadsden High School. He continued his education and became one of the first African-Americans to attend the University of Tennessee in Chattanooga. He later graduated from Fisk University with both a Bachelor of Arts in Economics and a Bachelor of Science in Business Administration.

Since then, both his alma mater and Cornerstone Christian Bible College have awarded Mathew Knowles with an Honorary Ph.D.

Currently, Mathew Knowles serves as a professor at Texas Southern University where he teaches courses on entertainment management, the recording industry, entrepreneurship, the business of music, and many more topics. He also remains a popular keynote speaker and guest lecturer on the national stage, including invitations to speak at Rice University, the University of Southern California, Berklee College of Music, the Billboard Music & Money Symposium, The Learning Annex, and Management Leadership for Tomorrow.

Mr. Knowles deeply cherishes the opportunity to give back to the community. As a pioneer for African-American success in the corporate world, he intimately understands the need to empower the community by sharing and dispersing knowledge. His uniquely impressive list of accomplishments provide an unmatched perspective into what it takes to



succeed as an artist, as a businessperson, and as a leader.

Mathew Knowles' story of humble beginnings and unprecedented success has not gone unrecognized. In 2011, he won the Living Legends Foundation Award. The Greater Houston Partnership named him the "2007 International Executive of the Year," and the City of Houston honored him with "Mathew Knowles Day."

As leader of Music World Entertainment, Mathew Knowles grew his company to command over 300 million worldwide in record sales. He oversaw the creation and development of a wide variety of programs that include management services for artists and producers, artist development, endorsement and partnership deals, film and television investment, a master catalog series, property holdings, and licensed merchandise products.

Mr. Knowles retains his status as a management icon in the entertainment business given his long history of success. He has executive produced over one hundred award-winning, platinum, and gold albums in genres which span R&B, pop, gospel, country, and dance. He personally supervised the unprecedented success of girl group Destiny's Child which earned accolades including the Best Selling Female Group of All Time, over 100 million in record sales, and nearly 200 major awards from organizations like the National Academy of Recording Arts and Sciences (GRAMMY® Awards), MTV, Billboard, BET, the NAACP, and more.

Given his sharp instinct for business, Mr. Knowles arranged some of the music industry's most impressive joint ventures with the likes of Sony Music, Interscope/Geffen, and Fontana/Universal. He negotiated strategic partnerships and endorsement deals with a long line of top-tier names, including Walmart, American Express, General Mills, Verizon, PepsiCo, L'Oreal, and DirecTV.

Prior to his entry into the entertainment industry, Mathew Knowles excelled in sales for companies like Johnson & Johnson and Picker International. He spent about a decade with Xerox, where he was named Sales Representative of the Year, on both the regional and worldwide level, seven years in a row.

Due to Knowles' vast knowledge and experience, he is able to deliver in-depth presentations supercharging his audiences with step-by-step instructions that can be immediately. Some of Knowles most demanded keynote topics ranges focusing on sales tactics to how into the entertainment industry to recognizing the 10 greatest valuable traits of highly successful people.

Mathew Knowles remains committed to uplifting young people, students, business leaders, and the community-at-large through his philanthropy and willingness to share both his story and insights into success.



## Highlights

Mr. Knowles has been a featured speaker on one of our panels each of the last two years and his presence has been electrifying. There are few speakers who are as dynamic and honest as he is. He never fails to speak the truth in a direct manner that is so refreshing and bold that he quickly captures the room. This year he was on the panel that closed our event and people are still talking about it. I would highly recommend him as a speaker and as the creator of one of the biggest stars on the planet, (literally) he has insights and knowledge that few others can match. [\[SEE ORIGINAL LETTER\]](#)

**Barry Coffing, Founder of Springboard South**  
CEO of Music Supervisor.com

This class [Entrepreneurship 300] helped us develop in business leadership, achievement and maturity in character. The class allowed me to create, organize and open a business as a team. During this time Professor Knowles instructed in a traditional class setting and in a functional business settings. I have observed him several times in class with a hands on approach to teaching, which is perfect for entrepreneurs. His teaching ability seems to come naturally and he is very concerned about his students. Professor Knowles is always willing to mentor and hear students concerns. He has a creative way of teaching and engaging students help with all learning styles. The group tasks help everyone recognize the importance of a strong work ethic, persistence and integrity. [\[SEE ORIGINAL LETTER\]](#)

**Keshia Patterson, student**  
Texas Southern University



# PUBLICATIONS

Mathew Knowles' whitepaper, "Strategic Partnerships at Walmart" provides an analysis of financial, marketing, supply chain, integration, and technology partnerships between his company, Music World Entertainment, and retail giant Walmart.

Sport & Entertainment Review, 2015, 1, s.x, © 2015 West Virginia University

## Strategic Partnerships at Walmart

Mathew Knowles, Music World Entertainment, Texas Southern University

**Bentonville**

I remember my first visit to Bentonville, Arkansas. If you've been there, you know that Bentonville offers no thrills. Simple airport, simple lodging, and simple but honest people who are there for each other. That doesn't surprise me as it confirmed the vision of Sam Walton: "If we work together, we'll lower the cost of living for everyone... we'll give the world an opportunity to see what it's like to save and have a better life" ("Mission of Walmart," n.d.).

In my mind I thought I would pull up to this glassy, high-tech skyscraper in Bentonville. After all, this is where Hollywood and the music industry came to get their products in Walmart stores. Everyone from Oprah, Tyler Perry, Steven Spielberg, and Prince, to name a few, understand the opportunities at Walmart. That's why I was there. As the CEO of Music World Entertainment, a company representing artists across the spectrum of different music styles, most notably, my own daughter Beyoncé, I was in Bentonville to examine how my company and Walmart could be of benefit to each other. Yet, I could not be more wrong about my idea of what the headquarters would look like. As Bentonville, they were as plain as they come. There was no mistaking, this building lacked the latest, newest architectural designs that characterize the companies of Google and Facebook, meant to inspire the young creative minds of their developers. This was built to actually do what Walmart does best: offer good quality products to the American public at an affordable price in a no-thrill environment.

There was a reason I was standing here, and not in the offices of Sony Music or Columbia Records. In the early 2000s Walmart grew to become the top music retailer in America. With the growth and demand for the digital product, in 2008

Mathew Knowles is the CEO of Music World Entertainment, and teaches Introduction to Entrepreneurship in the Jesse H. Jones School of Business and Introduction to the Recording Industry and Artist Management in the School of Communications at Texas Southern University. He is best known as the manager of Destiny's Child. He is a voting member of the National Academy of Recording Arts and Sciences (NARAS), and serves on the GRAMMY board committee. He also serves on the board of Directors of the Gospel Music Association.

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## Billboard

### Top Artists of the Decade - Female

Rank	Artist
1	Beyoncé
2	Alicia Keys
3	Britney Spears
4	Mariah Carey
5	Pink

### Top Artists of the Decade - Duo/Group

Rank	Artist
1	Nickelback
2	Destiny's Child
3	The Black Eyed Peas
4	Creed
5	Linkin Park

### Top Artists of the Decade

Rank	Artist
1	Eminem
2	Usher
3	Nelly
4	Beyoncé
5	Alicia Keys
6	50 Cent
7	Nickelback
8	Britney Spears
9	Destiny's Child
10	Jay-Z
11	Mariah Carey
12	The Black Eyed Peas
13	Pink
14	Kelly Clarkson
15	Kanye West
16	Ludacris
17	Rihanna
18	Creed
19	Linkin Park
20	Christina Aguilera

[Click here](#) to download the entire report.



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# MEDIA

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[\[click image to watch\]](#)

WSJ Live: Mathew Knowles Discusses  
Destiny's Child's Future



[\[click image to watch\]](#)

Music World Music: Mathew Knowles Bio



[\[click image to read\]](#)

NewsOne: Mathew Knowles To Teach Music  
Course At Houston College



[\[click image to read\]](#)

Houston Lifestyles: Behind the Music - The  
business empire of Mathew Knowles





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# BOOKING INFORMATION

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## Contact Mathew Knowles

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Please specify in subject of your email the nature of the speaking engagement or event.

