

Verity Gospel renamed to RCA Inspiration

Written by Eric Tiansay
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Verity Gospel Music Group has been renamed RCA Inspiration. Geo Bivins, who also remains senior vice president of urban promotion for RCA Records, has been named general manager to run day-to-day operations.

In addition, Stanley Brown has been promoted to head of A&R, and Cheryl Marks to vice president of marketing. All three will remain in the company's New York City headquarters.

"I am very excited to be working with so many great gospel artists," Bivins said. "RCA Inspiration will continue the tradition held by Verity Gospel Music Group as the leader in inspirational music. In addition to great music, I am equally excited to work with the best A&R, promotion and marketing team in the business."

During his music career, Bivins, senior vice president of urban promotion for RCA Records since 2007, was responsible for the promotion of hits from many mainstream artists, including Snoop, Chingy, R. Kelly, Busta Rhymes and Notorious Big.

Brown, who had served as senior director of A&R for Verity since 2010, is an accomplished musician, producer and label executive with more than 20 years experience in the music business. Brown's label executive experience includes vice president of A&R for Island Black Music, where he signed and oversaw projects by Karen Clark Sheard, Donald Lawrence and Bishop T.D. Jakes.

Marks previously served as senior director of marketing for Verity, spearheading award-winning campaigns for Kirk Franklin, Marvin Sapp, Fred Hammond, Hezekiah Walker and the "Wow Gospel" series.

RCA Inspiration kicked off the year Jan. 22 with *Bless This House*, the eighth release from Kurt Carr. Other projects set for 2013 include Fred Hammond's *United Tenor*; a debut album from BET's Sunday Best audience favorite Lattice Crawford; and the next

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