



Tina Cole

Known most affectionately as “Mama Swag”, donned upon her by both the emerging artists and young business professionals she mentors, Tina Cole has been driving and inspiring a standard of excellence in business for over 30 years. Now as a business leader and visionary, she brings her tenured success to the Entertainment Industry.

Her entrepreneurial drive and wealth of insights as to what *really* creates success and profitability has now been infused into one of her greatest passions - music. Her goal is to bring business discipline and strategies to the music scene with a grass roots approach.

As Vice President of F.A.M. Productions Inc, she continues to elevate the platform for creative communities around the world. Mentoring upcoming artists, producing events and continually looking for and creating new pathways to celebrate and showcase rich cultural fabrics around the world in music, film, events, and showcases.

It’s not everyday that an Independent Music Executive Producer has the opportunity to work with chart topping producers and songwriters. Tina has worked with legendary greats such as: **Scott Storch** (Justin Timberlake, Dr. Dre, Christina Aguilera, DJ Kalid, Beyonce); **Jason “Poo Bear” Boyd** (Justin Bieber, 112, Sam Smith, Skrillex, J Blavin, Chris Brown) ; **The Underdogs-Harvey Mason & Damon Thomas** (Babyface, Rodney Jerkins, Tyrese); **Stephen “Random” Russell** (Jordin Sparks); **The Audibles** (Justin Bieber, Mary J Blige, Lupe Fiasco, Chris Brown); **Al B. Sure**; **Boi 1DA** (Drake, Eminem, Nicki Minaj, Kendrick Lamar, Cardi B) ; **Nick Carter** (Back Street Boys); and **Roy “Royalty” Hamilton III** (Mia Martina, R. Kelly, NSYNC, Cheta Girls). She also facilitated rapper features with **Kendrick Lamar** and **Tyga**. Tina has also had the distinct privilege of having one on one discussion’s with music industry greats, such as Quincy Jones, and Ralph Johnson of Earth Wind and Fire, and has on going business relationships Rhonda Bedikian of Heavy Harmony Music and legendary music executive Ernie Singleton in Los Angeles California.

Tina developed and co-founded “The Music Quadrant ©”, an academic approach to artist development. The program is facilitated by a passionate group of business and creative professionals committed to empowering aspiring talent. The curriculum is designed and delivered to provide the aspiring artists (artists, songwriters and composers) with the skills, tools and knowledge required in creating, marketing, and commercializing their talent on a local, national and international level, understanding it is a business.

On April 16, 2020, By the Executive Council of Ontario, Santina Colalillo, P.K.A. Tina Cole, was appointed to the Board of Directors of the Ontario Media Development Corporation (OMDC). The OMDC, commonly known as Ontario Creates, focuses on encouraging strategic business partnerships among the converging cultural media industries, including film and television production, book and magazine publishing, sound recording and interactive digital media. In addition to fostering partnerships, the agency seeks to address the distinct challenges each of the cultural industries faces in domestic and international marketplaces. Tina was Re-Appointed for a second term in April 2023.

In June 2022, Tina was invited to Join the Recording Academy – Los Angeles Chapter (The Grammy’s). Her peers deemed her as one of the select individuals to join the Recording Academy as of the New member class of 2022. The invitation is a reflection of her creativity, leadership, and contributions to the recording arts. It’s an opportunity to serve her community, celebrate her craft, and build a stronger future for all music makers.

August 2022 – Cole was appointed to the Advisory Board of the Hollywood Independent Music Awards

September 2022- Cole was nominated for Industry Person of the Year by the Mississauga Music Award .

September 2023- Cole was named Music Industry Person of the Year by the Mississauga Music Awards.

February 2024- Appointed as a Member of EMG Collectives

Tina’s mission to see Canadian artists rise to the top of the international charts is driven by passion, her own personal journey and a true sense of community. Her years of volunteer service with the Peel Youth Justice Committee, where she made a difference in the lives of youths from all different backgrounds. As founder and past President and Chair of the Board of Mississauga ITALFEST, she gave countless volunteer hours to develop and present a premiere, award winning Italian Cultural festival, as a project close to her heart as she celebrate her roots, heritage and culture of origin. These initiatives are some of many she is involved in, that exemplify the spirit of giving that she believes is essential in any genuine endeavor, and to the essence of music itself. Mama Swag for Canadian Artist and beyond!

Mama Swag for Artists – She’s making it happen!