

## PROFILE

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### Executive Profile A Conversation With Tom Truitt, Digome

*Tom Truitt founded MusicRowSearch 18 months ago as a full-service executive search firm specializing in placements within the music industry. This week, Truitt announced a merger with Nashville-based Digome, an all-in-one Web platform for the delivery of video and audio via the Internet. Truitt will join the company as vice president of sales, while retaining his CEO title at MusicRowSearch.*



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**What is the most outside-of-the-box idea you have ever had in your professional career?** Leaving a very comfortable career in toy sales [Truitt sold the Cranium brand of board games and toys to retailers nationwide] with a nice-sized salary and perks to start an entertainment focused headhunting firm. Also, doing it while the music industry implodes on itself. Most recruiting firms focus on a particular type of skill set, such as accountants, lawyers, graphic designers, etc. I chose to launch a firm focused on the particular type of company [entertainment]— a strategy that is way out of the box.

**What was the result?** I have been blessed with remarkable results due largely to aggressive networking, leveraging technology and God-given grit and determination. I have developed one of the deepest, broadest databases of contacts in the entertainment field you could imagine. The notion of calling hard-to-reach executives under the name of MusicRowSearch has afforded me some access that others may not enjoy.

**What single thing makes your organization stand out?** That we are a niche recruiting firm. We specialize in executive level placements within the music and entertainment industry.

**How did you wind up in your current position?** I was at a point personally and professionally where I wanted to have complete control over my work/life balance. Given that with technology we are all available 24/7 regardless of employer (whether you are self-employed or working for a Fortune 500) starting my own company seemed the first step to controlling my work/life balance.

What word best describes your leadership style? Lead, follow or get out of the way. My favorite quote hangs on my office wall: Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter if you are a lion or a gazelle. When the sun comes up, you better be running.

**Goal yet to be achieved?** Learn to play the guitar.

**Professional pet peeve?** People who don't do what they commit to doing.

**What do you do to relieve stress?** I workout several times a week and play golf when time permits.

**Favorite hobbies?** My family — son Diggs, 11, and daughter Ellie, 8. I coach them in basketball and softball. I attend a good number of concerts and sporting events. I won't miss a Tarheel basketball game on television. I play a decent amount of golf, just not very decently.

**Pets?** Two dogs — Biscuit, a soft-coated Wheaten Terrier, and Shiner, a Sealyham Terrier.

**Person outside of your family you would most like to spend time with on an island?** I have a core group of long-time friends that grew very close through a common love of the Grateful Dead. The thought of taking that crew to a desert island makes me laugh and cringe with fear at the same time.

**If you had a \$1 million windfall, you would:** Pay off my house, finish funding Diggs' and Ellie's 529 accounts and buy my wife a long-promised lake house. I would also increase the charitable donations we already make yearly to local charities like Nashville's Table.

**It is 11 A.M. on Saturday. Where are you?** Coaching either my daughter's or son's basketball team.

**What line of work would you pursue if you couldn't work in your present one?** I'd love sports and business so I think being an agent to athletes might be an interesting blend of those two passions.

**Organization or company other than your own that you most admire?** 615 Music — started by Randy Wachtler — very much a niche company that has grown to dominate its space.

**CEO of another company whom you admire?** Coran Capshaw, founder of Red Light Management, manager of the Dave Matthews Band and former CEO of Musictoday. From an unusual launch pad, he has become one of the most forward thinking and subsequently powerful executives in the music industry.

**What is there about you that people would be surprised to learn?** At 8, I was knocked out of a tree by a bolt of lightning.

**Biggest professional mistake and how you overcame it?** Accepting a lucrative job offer from a company despite several warning signs to their negative culture. I mistakenly thought I could change it, and I was wrong.

**They're making a movie of your life. Is it a drama or comedy and who plays you?** Comedy. Bill Murray a la Stripes or Groundhog Day.

## **Background**

Name/Age: Tom Truitt/45

Title: Executive vice president of sales

Company: Digome

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Most Recently Read Book: "Tribes" by Seth Grodin

Favorite Music Artist: Widespread Panic

Education: Bachelor's degree in English from the University of North Carolina; an MBA from Vanderbilt University.