Neil Mason

AI Product Builder · Founder · 25-Year Music Industry Operator

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SUMMARY

Founder and operator who designs and ships production AI products end to end. 25 years running live operations where failure is public: 2,000+ shows across the US, UK, EU and Australia, artist management at Red Light Management, and a joint-venture label with Warner Records. Now builds multi-agent applications with real permissioning, evals and cost controls, designed first for the people who use them on the job.

FEATURED BUILD

Assist v2: multi-agent coffeehouse assistant (independent concept) · November 2026 · assist.neils.blog

- Designed and shipped a working concept for the next generation of an in-store AI assistant in under a day: five specialist agents, rule-first routing with a model fallback, cited answers, and human-approved actions.
- Enforced permissions in the database (Postgres row-level security) rather than in prompts. Added tamper-proof approvals through a database trigger, isolated anonymous reviewer sessions, and per-user and global daily spend caps.
- Built a live eval harness against a single-prompt baseline: about 3x lower cost ($0.07 vs. $0.22 across 15 cases) and 2.9 s vs. 5.1 s average latency, with equal or better accuracy and zero permission leaks. Backed by 52 deterministic guardrail checks and documented architecture decisions.

AI PRODUCTS BUILT

- **DWYM OS (Done With You Management platform).** The operating system for a subscription artist-management service: admin dashboard, curriculum tracking, and a unified chat and kanban pilot. Includes an 83-milestone Release Plan Builder sold through Stripe (Free and Pro tiers) and a 120-item assessment framework that generates onboarding guides and 12-month plans for about 30 artists.
- **Band On Call.** Musician and crew marketplace with Stripe Connect payments and a booking state machine.
- **PodPR.** Media-pitching platform that matches artists to podcasts, journalists and newsletters, with contact verification and scheduled re-checks (pre-launch).
- **IndieGig.** Gig platform with database-backed outreach email and an AI show-offer evaluator.
- **DICTA and ArtistUGC.** Voice notes turned into channel-specific social drafts, and a short-form content engine built on a 40-format trend library.
- **Fan experiences and tools.** A browser arcade game tied to an artist's album release with fan capture, a stage plot builder, and a 1,200+ contact music supervisor directory.
- **Infrastructure and teaching.** Self-hosts team chat (37signals Campfire) on DigitalOcean, built a Ruby on Rails app, and has taught an AI curriculum to music managers.

OPERATING EXPERIENCE

Manager, Red Light Management (Badlands Management) · Nashville · Jan 2022 to Present

- Manages The Cadillac Three, Wyatt Ellis, New Translations and The Braymores, including label deal negotiations, touring and release strategy.

Founder, War Buddha Records · Joint venture with Warner Records · Nov 2022 to Present

Founder, Done With You Management · Subscription artist management

- Runs a membership service ($278/month or $2,999/year) that pairs coaching with the software above. Has delivered 12-month plans to about 30 artists.

Founder, Fit Out Media · Sync licensing agency

- Represents 70+ artists with 4,000+ placements in film, TV and advertising.

Operator, ArtistDevelopment.net and ArtistBooks

- Runs a music-business education site with about 330K annual pageviews and a 175-newsletter library, plus a financial tool for artists.

Publisher, Badlands Publishing · 2016 to 2021

- Published the #1 country radio single "What Happens in a Small Town". Writers included Josh Dunne and Austin Jenckes.

MUSIC CAREER

Founding Member, Drummer and Songwriter, The Cadillac Three · Big Machine Label Group · 2013 to Present

- Seven albums, including *Tennessee Mojo*, *Legacy*, *Country Fuzz* and *The Years Go Fast*. 2,000+ shows, with tours alongside Eric Church, Dierks Bentley, Miranda Lambert, Lynyrd Skynyrd and ZZ Top, and extensive touring across the UK, EU and Australia.

Songwriter and Producer, Warner Chappell Music · Jul 2024 to Present

- Previously Revelry Music Group (2011 to 2021) and Combustion Music / BMG (2006 to 2010). Cuts with Keith Urban, Miranda Lambert, Rascal Flatts, Jon Pardi, Jake Owen, Justin Moore and Meat Loaf.

Earlier recording deals: American Bang, Warner Bros. Records (2008 to 2010) · Llama, MCA Records (2001 to 2003)

Recognition: 3x Academy of Country Music nominee · Classic Rock "Best New Band" · Songwriter on Miranda Lambert's Grammy-winning *Platinum* · CMA International Artist Achievement nominee · 500M+ streams as a songwriter

SKILLS

- **AI engineering:** multi-agent orchestration, retrieval and grounding, prompt and tool design, evals (golden sets, LLM-as-judge calibration, deterministic checks), guardrails, cost and latency tuning, MCP connectors, Claude API
- **Platform:** Postgres and Supabase (row-level security, triggers, edge functions), TypeScript and React apps built with AI-assisted development, Ruby on Rails, Stripe and Stripe Connect, transactional email, DigitalOcean
- **Operations and leadership:** P&L ownership, contract negotiation, international touring logistics, building and leading small teams, stakeholder management
- **Education:** Hillsboro High School, Nashville, TN (2000) · self-directed in software and AI engineering