

## LASANNA “ACE” HARRIS

Multi-platinum and Grammy nominated music producer and executive, **Lasanna “ACE” Harris**, is the Senior Vice President of A&R at Atlanta based independent hip hop label, **Reach Records**, and CEO/co-founder of [Caranda Creative](#), a music collective which specializes in production, management, and publishing. At Reach Records, Ace scouts talents, produces, and oversees creative projects for their roster of artists including **Lecrae, Limoblaze, Hulvey, Andy Mineo, 1K Phew, Wande, WHAUPRG, Tedashii, and Trip Lee**, , and more. He has topped the Billboard Charts producing hit singles for **major artists in various genres**. He produced the title track for Jamaican artist Koffee’s debut album, *Rapture (2019)*, which won a Grammy in the Best Reggae Album category at the 62nd Annual Grammy Awards.

Born in Decatur, Georgia, and raised by Liberian parents, He grew up listening to hip hop innovators like Timbaland, OutKast, Dungeon Family while also soaking up the sounds of afro beat, high life, and African Praise music that he was exposed to through his cultural and church background. Although his dream was to create music full-time, at the encouragement of his parents, he earned his business degree in marketing at Georgia State University where he graduated in 2006. After graduation, he took a corporate job but felt called back to music. He and his production partner started out producing several songs under The Hipnotiks moniker including music for **R. City, K. Michelle, and others**.

A preacher’s kid, Ace has a passion for curating music with a purposeful intention and message and was introduced to Reach Records’ co-founder, president, and artist, **Lecrae**, in 2010. He produced three songs on Lecrae’s fourth studio album, *Rehab*, which was nominated for a Grammy Award in the Best Gospel Album and *Anomaly* which debuted at No. 1 on Billboard’s Top 200 and Gospel charts marking the first time that any artist had ever topped both charts simultaneously. The album also won Rap/Hip-Hop Album of the Year at the 2015 GMA Dove Awards and Rap, Hip Hop Gospel CD of the Year at The Stellar Awards. The successful creative relationship with Lecrae led to Ace producing songs for the other artists on the Reach Records and led to a position as the label’s Director of A&R in 2017.

In 2021, he formed **Caranda Creative**, a community of artists, producers, songwriters, and music executives based in Atlanta. “Caranda thrives at the intersection of art & commerce and was created to develop raw talent and export quality products with creative integrity. Ace and Caranda Creative have placed on several music projects including **Coming In Hot by Lecrae and Andy Mineo, EARTHGANG** Dreamville artists **Cozz, Davido**, and more. Caranda’s music has been featured on ESPN, VH1, MTV, BET, Michelle Obama’s Spotify playlist and more.

Inspired by the African music and culture he grew up in, Ace has created and produced music with many artists in the Afro-beat genre and has a deep passion for African lifestyle, fashion, and culture. As a nod to his African heritage and cultural background, in 2015, he released his dream project, [ATLiberia](#), a project that highlighted new sounds and artists from Africa taking over the globe.

For Ace’s Full Discography click [here](#).

Click here to listen to [Ace’s Spotify discography](#):

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