

### Educator, Musician, Graduate Student, and Researcher

*Note: This is a combined CV and Resume for the purposes of demonstrating my diverse and eclectic music education, professional background in entertainment, and eclectic range of producing/business skills and experiences*

- Currently pursuing a M.A. in Educational Technology degree at the California State University Northridge (CSUN), May, 2019.
- Executed Primary, Secondary and Cultural Diplomacy directed research studies at the University of Southern California. Completed a BM in Jazz Performance at USC.
- Created *PlayTheGroove*: an educationally-grounded approach to teaching with today's music; a forward thinking music education solution designed to engage through creative music making.
- Specializing in music education, business development, marketing & communications, promotion of brand identities, entrepreneurship, corporate communications, internet promotions and strategy, video & music production, graphics, and design.
- 20+ year career in TV, Film, and Radio. Building and leveraging new partnerships and business opportunities in gaming, music, television, motion pictures, advertising, and corporate industries.
- Excels at all aspects of music making, producing, and business while converting ideas and challenges into possibilities and opportunities.
- Well-versed in start-ups, creating and executing marketing and diversification plans, content creation (audio and video), development of Internet exposure, web 2.0 initiatives, lean start up methodology, and promotions and publicity.

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#### Skills

- Research, development & execution of innovative projects, concepts and ideas
- Outline, budget, and creation of unique solutions and approaches
- Primary and secondary research
- Protocols for corporate structures, contacts, resources & solutions
- PowerPoint & Keynote presentations
- Photoshop, MS Office, Pages, Google Docs
- Database management

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### Music Education Professional Experience

**PLAYTHEGROOVE - Educator and Creator**, 01/2013 to Present – *My goal is to empower teachers and young musicians by providing current, relevant and accessible music content and methodologies to meet present-day educational needs and bring music education into the 21st century. PlayTheGroove combines current and accessible recordings with playable sheet music and content plus a tested, supportive, and detailed methodology for teaching and experiencing creative music making. The approach is highly scalable, and revolutionary as it does not require extensive professional development of teachers to present modern genres -- this is one of the most innovative aspects of PlayTheGroove. Making music learning intuitive is our central mandate.*

- Identified and defined a pressing problem in music education and created solutions directly aimed at 100,000+ teachers and millions of aspiring musicians.
- Developed this music-education project aimed at disseminating new music content of modern world genres, innovative pedagogies, and reference resources for musicians and teachers.
- Created PlayTheGroove.org, a one-stop solution to teaching, playing and creating *current* music.
- Creating engaging methodologies, tactics, and content for solo and group rehearsals and performances.

### **Development Accomplishments with PlayTheGroove**

- Executed 70+ PlayTheGroove clinics in middle and high schools and colleges throughout Southern and Northern California, Salt Lake City, UT, Denver, Fredericksburg, VA, and Budapest, Hungary.
- Licensed 6 artists - 11 songs, launched a beta website, created an exclusive sheet music format to unison playing, and developed innovative inclusive methodologies for presenting current groove music to teachers and students.
- Two Presentations at Jazz Education Network (JEN), Louisville, KY, January 2015: 1) "The Top 10 Characteristics of a Music Entrepreneur" and 2) "A Single Point of Reference: New Methodologies for Modern Jazz Styles."
- One Presentation at California Music Educators Association (CASMEC), San Jose, CA, March 2016: "Unison Method Applied to Modern Jazz Styles."
- Two Presentations at the Association of Popular Music Conference (APME), Denver, CO, June 2017: 1) "Flipping the Classroom with Current Music" and 2) "Make it Fun – Make it Relevant – Make it Accessible – Make it Educational."
- Two Presentations at the Association of Popular Music Conference (APME), Nashville, TN, June 2018: 1) "Current World Music in Music Education and its Influence on Global Cultural Diplomacy" and 2) convened an esteemed panel to discuss "What Are the Educationally-Grounded Benefits of Teaching Popular Music?"

### **California State University Northridge (CSUN)**

- Completing an M.A. in Educational Technology including Computer Supported Collaborative Learning.
- Developed PlayTheGroove.org and executing a national program expansion in the Spring, 2019.
- Creating video content, pedagogies, and references resources for PlayTheGroove.

### **University of Southern California (USC)**

- Primary Research with Patrice Rushen (Popular Music) and Ken Lopez (Music Industry) explored PlayTheGroove's effectiveness with 11 teachers and 264 students throughout California resulting in a introductory quantitative analysis of PTG's content and methods.
- Secondary Research with Dr. Peter Webster (Music Education) and Patrice Rushen explored research into modern music educational thought, processes, and challenges of the profession, needed change, and relevance to aspiring musicians.
- Current Cultural Diplomacy through World Music in Education with Dr. Nicholas Cull (Annenberg School) explored how utilizing current "worldly" music in secondary music education can be a catalyst for introducing and advancing cultural diplomacy and empathy through music-making situations.
- Business Brand Strategy with Dr. Diane Badame (Marshall School of Business) explored brand identity on a global scale while introducing key marketing and business strategies.

## Music and Entertainment Business Experience

### **RJF PRODUCTIONS**

#### **Executive Producer & Producer, 1988 to Present**

- Created and Executive Produced *Maestro Mebli Mehta and the American Youth Symphony*, a one-hour PBS documentary/performance special highlighting youth's rehearsals and performances and the significant symphonic repertoire.
- Securing all celebrity talent including: Walter Matthau, Itzhak Perlman, Zubin Mehta, Midori, and Wynton Marsalis; obtained grant financing and coordinated all aspects of production.

### **PRESENT TENSE**

#### **Co-Creator, Composer, Bassist, Producer 01/2001 to 01/2013**

- Created *Present Tense*, with Ronnie Kaufman (GAP Band drummer), a modern groove jam band.
- Produced two CD's: "Smooth Talkin'" (2003) under Present Tense with Eric Marienthal and Alex Acuna, and "Night Shadows" (2008).
- Composer, Producer, Session Bassist and Performer (string and electric bass) with *Present Tense*.
- Developed PTJazz.com and executed band's overall visibility and touring schedule, while managing print, internet radio, and email campaigns. Facilitating all band management functions.

### **SOUND ADVICE**

#### **Director, Business Development, 04/2014 to Present**

- Researching and Developing new business partnerships for radio campaigns with companies including: *ABC, FOX, Showtime, CNN, WB, BET, Spike TV, A&E, TNT and TBS, Freeform, Lifetime and others.*
- Arranging and attending numerous business development tours and conferences to New York, Atlanta, Washington DC, Los Angeles, and Las Vegas.

### **WORLD WIDE WADIO**

#### **Director, Marketing & Communications and Business Development, 02/2007 to 03/2013**

- Researching and Developing new business partnerships for radio campaigns with companies including: Discovery Communications, JPL, HBO, DraftFCB, ESPN, Starz, Big Ten Network, Leo Burnett, Sony/Columbia Pictures, CPB, ABC, Paramount Pictures, CNN, Discovery Communications, and National Geographic Channel.
- Responsible for managing company database of 14,000 contacts, implement email marketing campaigns, attending industry trade shows and servicing company press release campaigns.
- Effectively expanded core competencies from strictly radio advertising to corporate videos and animated presentations.

### **NEW WAVE ENTERTAINMENT**

#### **Director, Business Development, 01/2002 to 01/2007**

- Grew motion graphic and radio division from 15 employees to a staff of over 30 by prospecting and developing new business relationships with companies including HBO, Vivendi Universal Games, JPL, Ubisoft, Eidos, MTV, FX, ABC, Fox, Columbia Pictures, WB, Universal, MGM, Miramax, and Sony/Tristar.
- Averaged over \$1,300,000 a year, for 5 years, in *new* new business development.
- Initiated and facilitated press coverage to industry/trade magazines and oversaw division conversion to a formal PR agency.

## **PICTURE MILL / ASPECT RATIO**

**Director, Business Development & Marketing**, 04/1997 to 12/2001

- Expanded company from 12 employees to a staff of over 35 with an average gross of over one million per year while diversifying core business of film trailer titles into feature film main titles and broadcast design.
- Led the development of new business relationships with companies including Eastman Kodak, Universal Pictures, Texas Instruments/DLP Cinema, HBO, WB, Sony/Columbia, Paramount Pictures, History Channel, Discovery, and MTV.
- Developed and managed company database, public relations outreach, engaged in speaker engagements, and related business development strategy.

## **LUMENI PRODUCTIONS**

**Director of Marketing/ Coordinating Producer**, 03/1994 to 04/1997

- Established and managed business relationships with Walt Disney Pictures and Disney Television, Warner Bros., Universal Pictures, Orion Pictures, Gramercy, Miramax, MGM/UA, and Paramount Pictures.
- Coordinating producer for animated film title sequences and corporate branding; researching graphic and securing stock elements and supervised print collateral production and coordinating art presentations.

## **AMERICAN YOUTH SYMPHONY**

**Symphonic Bassist, Director of Development/ Manager**, 09/1984 to 05/1992

- Classical section bassist under the baton of Maestro Mehli Mehta - 4 seasons playing standard classical repertoire - Mahler, Brahms, Sibelius, Mozart, Shostakovich and Sibelius.
- Managed a yearly symphonic orchestra of 100 plus student musicians.
- AYS's first Director of Development - raised over \$400,000 from new sources during this period.
- Established the American Youth Symphony Endowment Fund.

### Education

- CALIFORNIA STATE UNIVERSITY, NORTHRIDGE (CSUN), LOS ANGELES, CA
  - Currently attending for Masters in Educational Technology (EdTech)
- UNIVERSITY OF SOUTHERN CALIFORNIA (USC), LOS ANGELES, CA
  - Graduate Coursework in Arts Leadership (ARTL)
- UNIVERSITY OF SOUTHERN CALIFORNIA (USC), LOS ANGELES, CA
  - BM (1986) in Music Performance/Jazz Studies
- ONONDAGA COMMUNITY COLLEGE, SYRACUSE, NY
  - AAS (1982) in Applied Science/Music Performance

### Active Memberships

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| <ul style="list-style-type: none"> <li>• Association of Popular Music Education</li> <li>• National Association for Music Education</li> <li>• Jazz Education Network</li> </ul> | <ul style="list-style-type: none"> <li>• California Alliance for Jazz</li> <li>• KCRW – Los Angeles NPR station</li> <li>• Promax/BDA – Television Promotion Assoc.</li> </ul> |
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