



MANAGEMENT TEAM



MANAGEMENT TEAM ACCOMPLISHMENTS

1. The team, combined, has been responsible for over 300,000,000 recordings [Vinyl/CD/Cassette/Streaming & Downloads] sales in the past 20+ years.
2. The team has one of its leaders who help create and build XM Satellite Radio from its inception, which is now SiriusXM, at a time when everyone in Terrestrial Radio said it would fail. Now they have 38.2 million paid subscribers at an average of \$15 per month.
3. The team created the first Branded Entertainment company that built and delivered the first Music Artist Sponsorships and Music Artist endorsements with Pepsi to Bicardi to Panasonic. Over 300 packages in the first 8 years that became a \$100M valuation enterprise.
4. The team saw how DSP's early evolution, like Spotify, would define how to secure real digital play and measurement, and since has been responsible for over 3.6 billion plays in 7 years. And, the team continues to have very deep relationships today with all the Digital, Radio, Video and Satellite universes.
5. The team saw the advantage of portable game players and convinced Nintendo to bring the first Gameboys to market and remained a client for 9 consecutive years.
6. The team turned a major label internationally number one in the world in less than two years and started one of the most successful independent record companies in recent history to being named the #1 independent label their first two years [Billboard Magazine] with 5 Grammy nominations and three Grammy winners the first three years.
7. The team has been the leading A&R advisor to over 400 Music Artists like Celine Dion, Bon Jovi and many more to secure 65+ #1 hit songs. The interest to become a client of **Worldwide Entertainment Group [WEG]** will blow-up once the company announces it is open for business.
8. The team set in motion the restaging of the NFL's half time show to become the ultimate 14-minute Contemporary Live and televised music event with Super Bowl 27—presenting Michael Jackson that appealed to a global audience of 1 billion TV viewers worldwide with repeat performances on the Internet. This tradition continues today.
9. The team worked to orchestrate Live Aid with Bob Geldof that raised over \$50M up to a year after the global telecast—and sold all of the ABC and MTV broadcast advertising time. This unprecedented event set the stage for many more music artists working together on famine relief for many, many years.
10. The team set the stage for Amnesty International to build and produce a major tour event for Amnesty Relief where the same superstar Artists performed together in 9 live performances in 5 countries. The likes of U2, Springsteen, Sting did this for little to no compensation.
11. The team helped Michael Cohl become the first promoter to represent an entire global music artist tour- a feat that had never happened before. The first two Music Artists were Pink Floyd and The Rolling Stones. He is still doing that with the recent Stones and Genesis 2021 tours. All the brand tour sponsorships were secured by this team.
12. Pepsi product endorsement with and through Michael Jackson's first solo tours with commercials then with Tina Turner to David Bowie and 7 others over the course of 12 years.

WORLDWIDE ENTERTAINMENT GROUP LLC - CHIEF EXECUTIVES



Dave Lory - Co-Founder/WEG President

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DAVE LORY has a diverse and extensive background in arts and entertainment over his 35-year career. An accomplished entertainment executive, event producer, author and marketing professional, he has worked across all genres of music and produced numerous memorable and successful events.

EXPERIENCE

Producer

Festivals, awards dinners, corporate events, concerts, brand and sponsorship management and marketing campaigns, including:

- Songwriters Hall of Fame Dinner
- Grammy's Heroes Awards Dinner (NY)
- New Music Seminar music conference and festival (1986 - 2015)
- Escape from New York Music Festival, Southampton, NY/Secret Garden Party UK
- Grammy's National Unsigned Band Contest
- Hawke Media's HawkeFest themed events for major marketing company tech CEO's
- VH-1's Idols and Icon TV show with Paul Simon and John Mayer hosted by Randy Jackson for advertising agency JWT

International Marketing and Artist Development

- Sr. VP, International & Artist Development, Mercury Records Group (#1 International Company each year during his tenure). Record companies included Mercury, Mercury Nashville and Def Jam among others
- Sr. VP, International & Artist Development, Artemis Records (#1 Independent Label of the Year each year during his tenure... Billboard Magazine)

Artist Management

- The Allman Brothers Band, Gregg Allman, Jeff Buckley, Courtney Love, Ronan Tynan, Duncan Sheik, Ronnie Spector
- Author, "Jeff Buckley: From Hallelujah to the Last Goodbye" (Post Hill Press/Simon and Schuster)
- Released on the 21st anniversary of the singer's death from drowning in the Mississippi river May 28, 2018 and worldwide promotional tour speaking engagements booked over two years worldwide in music venues with fan Q&A, including radio, TV and print interviews.

EXPERTISE

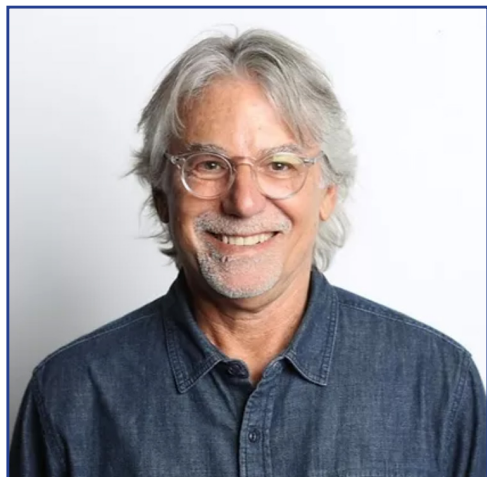
- Implementing and overseeing multi-million-dollar events and corporate budgets
- Leadership and oversight of hundreds of employees on events and projects both domestically and internationally
- Licensed NY State Security and Fire Marshall
- Effective negotiator working with contracts, vendors, artists and obtaining permits as needed through city and state as needed
- Strong marketing background with excellent communication and people skills
- Well-connected worldwide with media, vendors, event spaces and entertainment companies

CAREER ACCOMPLISHMENTS

- Served as Vice-Chair of the Songwriters Hall of Fame dinner in 2022.
- Oversaw a worldwide staff of several hundred employees at Mercury Records Group while

leading the company to be the #1 international record company in the world. Oversaw all sales and marketing globally. Successes included breaking country singer Shania Twain worldwide as a pop artist and taking the label from one million seller [Bon Jovi] to five [Shania Twain, Hanson, Mighty Mighty Bosstones and Cake].

- Assisted in starting Artemis Records and structured the company's budgets, reporting and international structure and job duties. During the first two years the record company was named by Billboard Magazine "Independent Label of the Year" and Lory was voted personally "Artist Development Executive of the Year" by Pollstar Magazine two years in a row. Label had 8 Grammy nominations during these first years with two winning Grammys [Baha Men for "Who Let the Dogs Out" , Rickie Lee Jones and blues artist Jimmie Vaughan, a personal signing to the label].
- Took over the "Songwriter Hall of Fame" Dinner as Producer and in 2 years secured a TV deal with USA Networks as a result.
- Produced the largest festival and music industry conference in the world, the "New Music Seminar", for 8 years with over 8000 delegates annually in attendance. Lory booked over 300 speakers and 350 artists in 35 venues a night over a 5-day period annually. In 2015 found country artist Maren Morris through the "Artist on the Verge" project and signed her to BMI Nashville and within two years was the Grammy's New Artist of the Year".
- Produced the first festival in over 10 years in Southampton, NY called "Escape to New York". Very difficult working with the local officials to convince them to do the event because of all the different police, fire, city and town councils involved. The event was also on the Shinnecock Indian Reservation, which had its own governing body. Because of the success involving getting 15,000 people in and out on a daily basis without incidence in a high traffic area, the PGA used Lory's traffic pattern and parking implementation for the 2018 PGA golf championship at Shinnecock Golf Club that was implemented for the music festival.
- Managed several international artists successfully Sophie Zelmani [Sweden], Shannon Noll, [Australia], Katell Keineg [Ireland], and reunited the Allman Brothers Band after a 10-year hiatus in 1989, broke new artist Jeff Buckley globally on his first and only recording and crossed-over classical artist Ronan Tynan into the pop world. Also, tour managed Lady Gaga's first US tour with her first hit record.
- Assistant publicity representative for Prince's Purple Rain tour, Jackson 5 tour, Kenny Loggins among others at the Howard Bloom Organization while attending New York University.
- Naras Board of Governor's New York Chapter [8 Years]
- Lory lives in Montclair, NJ and studied at New York University with a major in Music Business and music performance and regularly teaches at William Patterson and NYU. He was a founding member for the Manager's Forum in the US, a watchdog group protecting artists and their rights in the industry and with governmental agencies.



Dick Wingate - Co-Founder/WEG Chief Creative Officer

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DICK WINGATE is Principal, DEV Advisors [devadvisors.com], a digital entertainment consulting firm that provides expertise to service providers, app developers, content owners and investors, enabling companies to accelerate business development, content licensing, artist engagement and fund raising. Wingate has been at the forefront of music marketing, A&R and interactive technology from its' beginnings with in-store systems, to the earliest online music download services to the first mobile streaming applications.

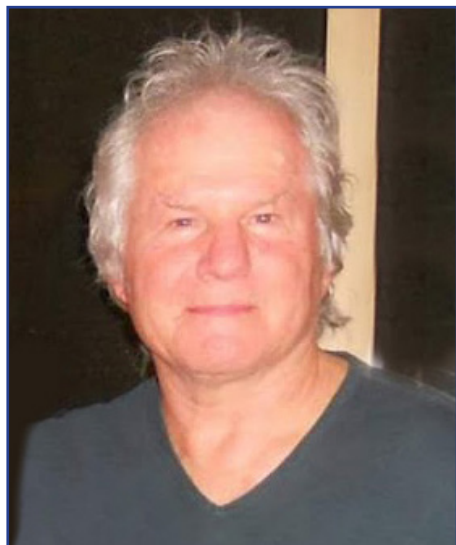
Wingate served as President, Media Development & Chief Content Officer for Nellymoser Inc, an early provider of streaming mobile application services, running content, licensing and business development strategy with clients such as Sony, Warner Music, MTV, AT&T, Virgin Mobile & ABC Television.

Wingate helped pioneer the digital music business from its infancy as SVP, Content Development at Liquid Audio, Inc, playing an integral role in their 1999 IPO. He was responsible for music licensing, label relations, affiliate management and content marketing and negotiated the first digital distribution catalogue deals with major record labels including Universal, Warner and EMI.

His in-depth experience in the recording industry included positions as SVP Marketing, Arista Records [BMG]; SVP A&R PolyGram Records; Director, Talent Acquisition, Epic Records; and Director, Product Management, Columbia Records. He has been integrally involved with launching or developing the careers of artists such as Bruce Springsteen, Elvis Costello, Aimee Mann, Peter Tosh, Eddy Grant, Pink Floyd, Bon Jovi, Sarah McLachlan and Garland Jeffreys.

Wingate has spoken at industry events including the Music Business Association, SXSW, Canadian Music Week, Music Tectonics, Mondo, Digital Hollywood, NY Media Festival, CTIA, Billboard Live, Digital Entertainment World, Business Week, New Music Seminar, CDO Summit, Jupiter Plug-In, CMJ, Midem, Bear Stearns and Credit Suisse, and has been featured in the Sunday NY Times Business section, on the front page of LA Times as well as quoted in the Wall St. Journal, Time Magazine, USA Today, the NY Times Magazine and Billboard Magazine.

He started his career as Music and Program Director of WBRU-FM, Providence while at Brown University and has been granted Lifetime Membership with NARAS [Grammys].



Joshua Simons - Founder/WEG Chief Strategy Officer

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JOSHUA SIMONS Visionary, Strategic Marketing Innovator, Business Evolution Evangelist, Operations Leader

Strategic leader in Music, Sports, Entertainment, eGaming, Lifestyle, and Digital Marketing, recognized for driving transformative, paradigm-shifting initiatives across the full strategic development cycle. Combines forward-thinking innovation with operational execution, seamlessly integrating emerging digital platforms and traditional media to deliver measurable, market-defining impact.

- Secured 300+ entertainment marketing endorsements for soft drink, auto, beer and communications

companies, e.g., Pepsi, Sony, Panasonic, Canada Dry, Fuji Photo Film, with world-class outcomes for Michael Jackson/Sting/Hall & Oates/Earth, Wind and Fire/Charlie Daniels/David Bowie and many more.

- Pioneered the first music marketing/branded entertainment enterprise which evolved into a leading lifestyle marketing firm, leveraging the power of celebrities as brands with popular culture, which generated a new revenue stream of \$150M in the first two years.
- Spearheaded the integration of television commercial placement within the home video and theatrical chain industries for major advertisers including M&M, Pepsi, Schweppes, and Electronic Arts; introduced the first-ever brand signage on boxing ring posts and mats [Promoter Don King], strategically positioned for maximum commercial televised household [TVHH] exposure to include Cable TV subscription services [HBO] exposure both inside the USA and International.
- Established a global presence to secure rights for satellite radio services, launching operational offices across Asia, Africa, and the Middle East. Built a 50-person international team, secured investments from prominent Saudi families, and successfully navigated complex dynamics between conflicting ethnic groups.

Career Highlights

- Secured the first-ever corporate sponsor [Jovan] for a Rolling Stones North American tour, launching a new industry trend. This model became standard practice, with all subsequent Stones tours in North America and Europe built around major music artist endorsement deals.
- Originated the concept of the first NFL Super Bowl Half-Time Show in a contemporary musical performance format, signing Michael Jackson as the first headliner—redefining the event's cultural impact. Played a key role in selecting artists for later shows with Pepsi as sponsor, including Janet Jackson, Prince, the Stones, Justin Timberlake and the Who, which doubled flagship brand sales to become the #1 consumer-preferred soft drink at the point of retail purchase. Transformed the NFL brand by broadening its appeal and significantly increasing female viewership at a time when the audience was 90% male.
- Co-created and successfully led the first International Music Marketing Company [Rockbill/EMCI] with international offices in Hong Kong, Tokyo, London, New York, and Canada,

featuring music personalities at over 300 events, including Jimmy Buffet for Budweiser and Tina Turner for Pepsi as examples.

- Executive produced MTV's first non-music on-air series, MTV's Half Hour Comedy Hour, securing Nissan as the corporate underwriter. The show aired three times weekly for three years, paving the way for MTV's first TV Guide programming placement and launching a broader expansion into 14 non-music video channels with 48 episodes produced.
- Successfully organized and produced a major event for Nelson Mandela in Johannesburg, South Africa — an exclusive African children's musical performed for Mandela's first appearance, televised to 32 countries in Africa and Europe, viewed by 80 million households. One event in Johannesburg featured 4,000 booths and 500,000 in attendance
- For the theatrical release of Independence Day, launched the most ambitious street marketing campaign of its era—pioneering the first measured social media strategy to drive advance movie ticket sales, setting a new industry standard.
- Created NFL sports tier programming that delivered 450,000+ new subscribers to DirecTV, substantially reducing churn and capturing a major slice of new business for Time Warner.
- Designed and launched a closed-circuit Casino Channel Network for the MGM-Mirage Hotel Group in Las Vegas, increasing gamer dwell time by over 65%. The network began with 40 in-casino screens and quickly scaled to 300 screens per property, evolving into a highly successful advertising platform. Secured a 5-year contract and on-boarded key advertisers, creating a new and lucrative revenue stream.
- Pioneered a multi-tier music marketing campaign for Bacardi Flavors which increased first-to-shelf brand presence, and boosted their new acquisition, Grey Goose Vodka's, annual sales 11% totaling \$155M.
- Brokered groundbreaking partnerships for NASCAR with NBC-TV and ESPN, leading to the first NASCAR-sponsored country music artist showcase. Secured major talent including Garth Brooks, drawing an audience of over 80,000 and expanding NASCAR's cultural reach.
- Designed an inaugural strategic Internet music marketing alliance for Revlon, tracking 5 million hits in the first 30 days and generating deeper Web product integration targeted to the teen and entry young adult demographics
- Grew Mitsubishi sales 125% by creating the first digital television screening room network for big-box retailers, both on and offline, which led to an innovation adopted industry-wide by consumer electronic stores
- Played a key role in driving a paradigm shift at AOL by persuading leadership to eliminate subscription fees and transition to a free, full-service online platform—doubling user base and engagement while significantly expanding targeted advertising capabilities.
- Won the Reggie Award for conceiving the Best National Promotion for Nintendo's World Championship Tour which launched the popular Game Boy handheld device, performing three consecutive days in 30 markets. Created a showcase environment in venues that drew 40,000 people every weekend and sold 1.4 million units in one month – the biggest promotion in Nintendo history. Took it on the road and generated \$13M-15M in net sales.
- Won the Clio Award for Best Animation for RJ Reynolds Camel Brands' three-minute commercial for their iconic "Camel at the Ritz" concert venue sponsorship that ran in theatres prior to and after a live concert performance.

- Represented Gallo Winery on 125 college campuses to defend brand and position against the ongoing UFW boycott. Raised a 70' banner in San Francisco's Union Square that appeared on 370 newspaper covers, resulting in resolution of the strike.
- Contributed to the creation, planning, and promotion of four major music industry events for Billboard Magazine, including the launch of the Billboard Music Awards television program and six original music industry trade shows—significantly enhancing Billboard's brand position and influence within the industry.
- Worked with George Schlatter to build and deliver the 1st Comedy Award Show on the ABC TV Network creating the RAVE award for best Live Performance Comedy Artists i.e. Robin Williams to Jerry Seinfeld, and many more for multiple years.

**Jeff Burroughs - President, WEG Label Group**

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JEFF BURROUGHS is an established leader in music and marketing. Jeff has worked tirelessly to elevate artist brands and build consumer products. His leadership roles at major music labels, including Sony, RCA, and Def Jam, have seen him shape the careers of global superstars such as Alicia Keys, Kanye West, Justin Bieber and Jhene Aiko. Notably, as President of Bad Boy Entertainment, Jeff worked to push hip-hop into the mainstream. His work at Bad Boy helped shape the identity of hip-hop as an agent of change, showing that the genre could be a force for cultural influence.

Beyond his work in music, Jeff's impact spans television, where, as Global Head of Commercial for Simon Cowell's Got Talent and X-factor franchises, he played a crucial role in expanding these properties into 40 markets around the world. He is the founder of Whtwrks, a brand strategy agency known for delivering innovative work. Through Whtwrks, Jeff has recently collaborated with top-tier brands such as Wells Fargo, Smirnoff, Chase, Paramount, and Disney, helping them authentically engage in cultural conversations.

Throughout his career, Jeff has remained committed to fighting for social justice—a value instilled in him by his time at Howard University and the legendary Harry Belafonte. It was through his work with Belafonte that Jeff realized the power of music as a platform for change. This belief has guided his efforts in various initiatives, including his founding of the Universal Music Group's Task Force for Meaningful Change. His efforts have included mobilizing artists for legislative change and voting initiatives, partnering with influential individuals such as Senator Cory Booker, former Attorney General Eric Holder, Senator Hakeem Jeffries, Kerry Washington, and Quincy Jones to inspire advocacy, activism, and social impact.

Jeff's contributions to the entertainment industry and his commitment to social justice have earned him recognition in major publications like Billboard, Fast Company, and The New York Times. His leadership, both in business and in advocacy, has demonstrated that true impact lies in the fusion of entertainment, culture, and social responsibility.

Today, with over 25 years of experience in music and marketing, Jeff stands at the intersection of entertainment, culture, and advocacy, using his expertise to push boundaries and drive societal impact.



Jeff Riccio - President, WEG Licensed Merchandise Group

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JEFF RICCIO is the former President and founder of JSR/Forward Merch where he built the company into one of the top merchandise companies in the world in music and Broadway show merchandise with worldwide distribution and touring services for their clients. Experienced VP with a demonstrated history of success in the Sales & Merchandising industry. Strong Management professional skilled in Radio, Marketing and Branding Strategy along with Business Development Strategies for major retailers throughout New York State. A self starter that has worked directly with over 500+ vendors on behalf of brands such

as M&M/Universal Music Group (Watersports), Roxy Clothing Company, K-Mart Corporation, and many others.



Brad Mooberry – WEG Chief Marketing Officer [CMO]

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BRAD MOOBERRY spent nearly 30 years as president and CEO of ad2, inc., Brad Mooberry began consulting with a variety of corporate, entertainment and non-profit clients on concepts for, and implementation of, multi-channel initiatives ranging from brand strategy and website development to social media and mobile marketing tactics.

As an experienced professional in both traditional and digital advertising, Mooberry has been deeply involved in creative marketing strategies and brand building solutions since 1980. When he founded ad2, it started as a boutique agency designing ads, catalogs, and brochures. Mooberry's

early adoption of digital prepress and desktop computing was considered highly visionary at the time. By the early 1990's, ad2 emerged as a leader, not only for its creativity and marketing savvy, but also for its expertise and innovation in digital technology serving clients, such as Amblin Entertainment, Sony Pictures, Pepsi, Hilton Hotels, Columbia/TriStar Pictures, 20th Century Fox and many others. In 1992, Mooberry designed and programmed the industry's first interactive CD-ROM press kit for Steven Spielberg's Schindler's List, which opened the door to the company's shift to digital production processes and communication mediums. In the late 90's, working closely with the President of Hilton Hotels, Mooberry was tasked with many high profile assignments, including the strategic planning for Hilton's corporate intranet; designing and building a company-wide interactive training program; writing and designing numerous presentations; and finally, articulating the vision for the Hilton Value Chain and designing the visual graphics for the poster sent to every hotel.

Under Mooberry's direction as owner and creative director, ad2 received more than 160 interactive awards, including New York Festival, Summit Emerging Media, MarCom, Horizon, W3, Hermes Creative, Webby, Davey, London International and One Show Awards. The company was regarded as one of the top interactive agencies in the country having produced more than 300 web projects and more than 100 interactive CD-ROM titles with distribution of over 100,000,000 disks. Over the years, Mooberry has gained extensive experience creating and implementing digital projects across multiple marketing channels - websites, micro sites, social sites, interactive CD/DVD-ROMs, online campaigns, interactive games & activities, custom online applications, mobile sites and mobile apps, and much more.

Throughout his career, Mooberry has always been very 'hands-on' with computer software and using these tools to enhance his marketing skills that include brand identity, brand building, strategic planning, articulating vision, concept ideation, UI design, information architecture, copywriting, graphic design, photography, digital storytelling, print production, digital video editing and even some programming. He has helped a long list of clients make the shift to digital, including:

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|------------------------|-------------------------|--------------------------------------|
| • 20th Television | • ISUZU | • Robb Report |
| • Amblin Entertainment | • Kaiser Permanente | • SANYO |
| • ASSA ABLOY | • Kawasaki | • Smithsonian Institution |
| • Bandai | • Lions Gate | • Sony Pictures |
| • Bose | • LA Kings | • Toon Disney |
| • Deloitte | • Mattel | • Touchstone Pictures |
| • DirecTV | • MGM | • Toyota |
| • Electronic Arts [EA] | • Miller Brewing | • Universal Pictures |
| • Fox | • Monterey Bay Aquarium | • Verizon |
| • GRAMMY | • Paramount Pictures | • Walt Disney Parks & Resorts Online |
| • Hilton Hotels | • Pepsi | • Warner Bros Home Entertainment |
| • Honda | • Pioneer | • Wells Fargo Bank |
| • IGN | • Rand McNally | • Wolfgang Puck |



Neal Zamil - WEG Chief Financial Officer [CFO]

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NEAL ZAMIL has over 35 years of experience as a finance and operations professional working at major multinational music and entertainment companies and more recently at smaller entrepreneurial startup companies. During that time, Neal has gained both corporate and divisional experience heading departments responsible for strategic planning and analysis, finance, operations, and investor relations.

His career began at Capitol Records in 1986 where he worked as a financial analyst for various divisions within the Capitol-EMI Music Group in Los Angeles and then moved over in 1993 to EMI Records in New York. From 1997 to 2001, Neal served as Vice-President of

Finance for Elektra Entertainment Group (a \$300M division of the Warner Music Group) which included artists such as AC/DC, The Eagles, Metallica, Busta Rhymes, Missy Elliott and many more.

Since 2002, Neal has been a financial consultant for various companies from record labels, music publishing, distribution, marketing, and other entertainment platforms. From 2005 - 2008 Neal was the CFO of Downtown Records, a successful startup independent record label, achieving a #1 album with Gnarlz Barkley in their first year of operation. From 2013-2015, Neal served as CFO at 300 Entertainment, a startup record label created by the former CEO of Warner Music Group, Lyor Cohen. The company achieved #1 albums with Fetty Wap and Migos in only their 2nd year of operation. Since 2016 until February 2022, Neal had been serving as CFO of Alamo Records which was a successful joint venture with Universal Music Group and Interscope Records launching #1 Records with Rod Wave and Lil Durk in 2019-2022. Alamo was acquired by Sony Music in June 2021.

Neal has an MBA in Finance and a BA in Communication Arts from the University of Wisconsin.

**Patrick Clifford - VP, A&R Nashville, WEG Label Group**

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PATRICK CLIFFORD was recently VP of Music Publishing and A&R for Disney Music Publishing in Nashville. He was responsible for exploiting the company's extensive catalog of existing songs, as well as providing creative direction, leadership and growth of the writer roster of Disney Music Publishing. His prior experience includes VP of A&R for Ten Ten Music Group in Nashville, a post he held since 2005. His career began with artists James Taylor and Cat Stevens at Nemperor Artists, and he discovered and recorded The Romantics at Nemperor Records. He later served in the A&R departments of major labels including Epic, A&M, Chrysalis and Capitol, working with the Miami Sound Machine, Blues Traveler

and the Neville Brothers. Later, as a senior A&R executive with BMG he worked with scores of important artists, from Etta James to Ziggy Marley.



Sandy Rizzo - Executive Vice President, WEG Talent Management Group

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SANDY RIZZO and 18-Hour Management have found a specialized niche in this ever changing face of the current music industry. She works directly with artists, their agents, business managers, and their labels on all aspects of artist management which includes local, regional, U.S. and international touring, live performances, marketing, recording and promotion of both new and established artists. With a proven track record of 25 years of hard-core, fast paced experience in artist management, Sandy uses her skills and experience to assist artists in obtaining the next level of their careers in the smartest and most productive way possible.

Sandy Rizzo has extensive management experience with various levels of talent and several genres throughout the music industry. She obtained her start in the industry like so many others before her. . . by accident. Sandy is a certified paralegal and while working in a downtown Boston law firm, she met their clients Joe Perry and Steven Tyler of Aerosmith handling divorce papers and notarizing documents. Shortly thereafter she accepted the opportunity to work for Aerosmith's management company, Collins Management. Holding a variety of different positions within the company, she learned all the ins and outs of the industry.

"That was a great experience for me, as it really taught me the business from the top echelon of talent in the music industry", says Sandy

The next venture came when Sandy moved to the west coast and began a long career with famed rock manager Doc McGhee and the "highly trained professionals" of McGhee Entertainment. Working in tandem with Doc and the best that era had to offer, i.e. Scorpions, Bon Jovi, Motley Crue, Richie Sambora, Skid Row, Caroline's Spine and KISS, she was able to make a name for herself throughout the industry by honing her innate talents in management, touring and production. A decade later, Sandy found herself prepared to branch out and tried her hand with different styles of music and management arenas including those of Dave Kaplan, Doug Goldstein, and Terry Lippman. Within those management companies, she was able to advance her repertory of knowledge even further with respect to touring, production and management and successfully aided the careers of The Road Kings/Jesse Dayton, Gary Hoey, Pimpadelic, Dr. Dre tour with Eminem, Guns n' Roses, The Color Red, and Adema. She was instrumental in keeping Adema on track with touring budgets which allowed them the opportunity to accept and fulfill being on main stage Ozzfest and write and record the song for the video game Mortal Combat II.

Sandy is continuing with her artist management duties and looking for the next exciting chapter in her experienced career.

**Anna Chavels – Executive Assistant to the President**

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ANNA CHAVELS is a senior Executive Assistant with 15+ years of success supporting C-suite executives, founders, and senior leadership across investment management, financial services, and private companies. In her role as a leader, strategist, and partner, she is known for anticipating executive needs, protecting time, and delivering high-touch support across complex calendars, global travel, communications, and operations.

Recently she served as the Executive Assistant at A-LIST Associates where she managed and supported Ultra High-Net-Worth Individuals (UHNW) and celebrity clients by delivering high-level executive assistance across complex calendars, global travel, communications, and operational priorities. Anna maintained strict confidentiality while anticipating executive needs, resolving scheduling conflicts, and ensuring the execution of time-sensitive personal and professional commitments. She was credited with improving responsiveness and continuity of communication by serving as the primary point of contact between executives, internal teams, and external partners.

For Impactive Capital, Anna was recognized as a trusted partner to a high-profile Founder, managing both executive and personal operations across scheduling, travel, communications, and strategic daily priorities while anticipating needs and resolving conflicts in real time. She was able to increase operational efficiency by managing personal logistics, including household coordination, childcare, vendor oversight, high-value purchases, and ongoing administrative needs.

Education: Master of Science in Elementary Education, Fordham University, NY / Bachelor of Arts in Psychology, Mercy University, Dobbs Ferry, NY / Master's Certificate, Human Resources, Cornell School of Industrial & Labor Relations, NY



Jenn Federici - General Manager, WEG Artist Development

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JENN FEDERICI has over 20 years of experience in Partnership Management, Tour Marketing, Artist Development, & Live Events. She is an accomplished strategic problem solver that drives innovative approaches to structure deals and is skilled in partnership negotiations and budget management. Her many talents include excellent analytical ability, written communication proficiency and interpersonal skills, collaborating easily with all organizational levels.

In her role as Senior Partnership Manager at Goldstar Events, Jenn acted as lead on agency partnerships where she built new, and managed existing, venue and promoter relationships to grow Music & Comedy events. She developed marketing strategies and identified opportunities to increase event offers.

As Senior Manager, Entertainment Partnerships at Momentum Worldwide, Jenn provided partnership and team management for American Express Entertainment Access Program focused on cardmember loyalty and engagement and diverse early on-sale offerings. She managed their multimillion-dollar budget year over year and led the U.S. Entertainment Team to handle the execution of up to 4K annual presales, resulting in annual sale of 2.5M+ tickets.

Prior experience includes INTERSCOPE / GEFEN / A&M RECORDS as Senior Director of Tour Marketing, New York, NY and Director of Tour Marketing, Los Angeles where she managed tour marketing and artist development for 40+ touring artists annually, as well as freelance consultant work with WhyHunger, Manic Merch, DPS, NAMM, Rock N' Roll Fantasy Camp, and Concert Touring.

Education: Bachelor of Arts (BA), Major: Music Industry, Minor: Marketing, Oneonta State University, Oneonta, NY.



CARLOS ALOMAR - Senior Director, A&R [Latin, Rock & Pop], WEG Label Group

CARLOS ALOMAR's place in music history is secure after 32 International gold and platinum records. The legendary guitarist burst upon the rock scene with David Bowie in the mid-1970s, when he, Bowie, and John Lennon co-wrote the hit song "Fame." Over the course of the next 30 years, Alomar would record and tour the world as Bowie's music director. His ability to play R&B, Philly soul, hard rock, and ambient music meant that he was always in demand – and able to keep up with Bowie's quicksilver changes of musical persona. He also co-wrote Mick Jagger's first solo effort, "She's The Boss," Iggy Pop's comeback hit "Sister Midnight," and played guitar for a Who's Who of pop/rock royalty –some notables...Paul

McCartney, John Lennon, Simple Minds, Yoko Ono, Bruce Springsteen, Alicia Keys, Graham Parker, Mark Ronson "featuring Bruno Mars", Mystikal, Duran Duran, ...(see discography for more).

As a rare Latino musician in the rock scene, Alomar also occupies a singular place in Latin music history. Over the years, as a producer, co-founder of the National Rock Movement of Puerto Rico, and advisor to the Latin Academy of Recording Arts and Sciences (LARAS, the organization that does the Latin Grammy Awards), he has championed Latino rock musicians.

As a producer Alomar maintained an involvement with the Latin music scene, producing the Argentine band Soda Stereo's *Doble Vida* (in which he plays guitar – and raps). And as part of the National Rock Movement of Puerto Rico, he traveled throughout the island, producing and recording local rock bands. "Everyone just expected Puerto Rican musicians to play salsa," he recalls. "So I came back with these incredible Rock tapes, and I brought them to the various record labels. And the response was amazing: NO." Puerto Rican music, he was told, was salsa. Not rock. The irony of telling this to rock's most successful Puerto Rican musician seems to have been lost on the label chiefs.

This may seem like a surprising detour from a road that began with David Bowie's *Young Americans*, but the whole of Carlos Alomar's career has been a surprise. It's the story of a Puerto Rican-born minister's son who became the music director of some of the world's most lavish and legendary rock tours; it's the story of a musician who has stubbornly refused to be put in a box. "a box?.....Musicians don't think that way," Alomar says. "We have been impacted by everything we hear; we don't put music in a box."

Alomar grew up mostly in the Bronx and Upper Manhattan, hearing R&B and religious music in his father's church. He began playing guitar in church at age 10, but was soon sneaking out to play in rock bands with his friends. "My father died when I was 14," he recalls, "but he told my mom, the boy has a gift, don't stand in the way of his talent." So at 17, he became the youngest guitarist in the history of the Apollo Theater, walking on stage and winning over a dubious crowd with solo versions of Motown hits by the Supremes and Junior Walker. Alomar became a guitarist in the Apollo's house band, performed with James Brown, and by the early 70s was a sought-after session musician for RCA Recording Studios in New York.

It was there that Alomar met Bowie in 1974. When recordings began for what would become *Young Americans* in 1975, Alomar brought much of the band, including the singers Luther Vandross and Robin Clark. "Luther was my best friend when we were fifteen, sixteen," Alomar says, "and I met Robin through him." Carlos Alomar and Robin Clark have maintained a long professional relationship – and a long personal one. They are married, and the parents of the R&B/dance-music singer/songwriter Lea Lorient. Robin Clark is perhaps best known as the

lead female vocalist for the band Simple Minds, helping them to their greatest global success with the 1985 album *Once Upon A Time* – an album that also featured Carlos Alomar.

Past and future have come together for Carlos Alomar. His resumé means the phone still rings (most recently it was Mark Ronson on the other end), and both he and his wife, Robin Clark, are still performing. Their daughter, singer Lea Lorian has also found a place for herself in the music world: she hit the top of the Hot Dance Music charts with David Morales' hit "How Would U Feel" and is working on a solo album.

Alomar's relationships tend to be long-term: the musical relationship with Bowie would span, with a few breaks, more than three decades. You can put it down to Alomar's versatility – and his ability to keep a level head when surrounded by what we might euphemistically call the "rock n roll lifestyle." He led Bowie's rhythm section for much of the 70s and into the late 80s; he directed the *Station To Station*, *Serious Moonlight*, and *Glass Spider* world tours; and over the years would co-author songs like "DJ," "Dancing With The Big Boys," and "Never Let Me Down." "I suited the music and was respected early on as a guitarist," Alomar explains. "When Bowie wanted to do blue-eyed soul, I was doing the Philly sound, so it fit. Then, when he wanted to change to rock, or to ambient, I just did it."

And "did it" he did. Alomar was heavily influenced by the work he did on the *Trilogy* collaborations of David Bowie and Brian Eno. "Low", "Heroes" and "Lodger". As is perhaps appropriate to a former sideman of the eclectic David Bowie, Alomar immediately went to work on a solo album of music for the new guitar synthesizer. *Dream Generator* - Carlos Alomar's debut album, is brimming with different musical styles, taking its listener from delicate Japanese-sounding music to guitar rock in a stroke, moving from loud, rhythmic sounds to ambient ones. This is one of the first instrumental album ever played on a guitar synthesizer, and was Alomar's bid into the new age of ambient music.

"But Carlos Alomar is not about history; he's about the future. While remaining active on the music scene, working with contemporary artists like the Scissor Sisters and Alicia Keys as well as playing guitar on the hit song "Uptown Funk" by Mark Ronson featuring Bruno Mars, Alomar has also become a cutting-edge figure in the worlds of music education and music technology. Now, as the Distinguished Artist in Residence at Stevens Institute of Technology, Alomar is pioneering the use of digital technology as a means of giving young musicians the tools to change the way music is made....as well as finally realizing his dream of performing "Dream Generator".

**Saint Bodhi - Manager, A&R**

Saint Bodhi is a Grammy, EMMY nominated songwriter, artist, and A&R executive from South Central Los Angeles. With over a decade of experience, she has shaped the sound of modern music, penning hits for icons like Beyoncé, A\$AP Rocky, Jaden Smith, Will Smith, and Erykah Badu. After a breakout debut with *Mad World* (Def Jam), Bodhi transitioned into a multifaceted career spanning high-end brand partnerships—including Gucci, Adidas, and FIFA—and creative storytelling as a writer for Marvel Comics. Currently signed Sony ATV publishing, and Alta Music Group, she blends her deep-rooted industry expertise with a sharp eye for cultural trends to drive the next wave of artist development.



Thomas Linden - Senior Director, WEG Live Performance Group

TOM LINDEN has worked in the live entertainment field for over 16 years. He spent the bulk of his professional career at Artist Group International where he had the pleasure of working on tours for a diverse roster of artists. While there, he was responsible for procuring employment and negotiating deals for a roster of artists, ranging from routing & booking headline tours, seeking festival offers, seeking opportunities to support larger acts and one-off/private events.

Most recently, he comes to WEG Live Performance Group from The Road Company, where was the Director of Touring. He was responsible for developing and executing touring plans for musicals, plays and special attractions based on parameters, both financial and logistical, set by tour producers. Thomas also booked and planned tours for Broadway and other theatrical presentations, while maintaining relationships and selling our productions to promoters and venues in his territory. He is a graduate of SUNY Oneonta with a BA in Music Industry.



Kennard Valentine - Senior Director, WEG Talent Management Group

KENNARD VALENTINE has more than 10 years of experience in event marketing, coordination, and promotion. With a strong background in live music and artist development, he has managed multiple volunteers and personnel for conferences and events like the New Music Seminar and worked with multiple tours and venues across the country. His career started with handling event marketing and brand development for Ciroc and DeLeon. He quickly grew when he transferred to Feld Entertainment where he handled regional business development, media relationships, marketing, and revenue planning for shows like Disney on Ice, Monster Jam and Ringling Bros and Barnum and Bailey Circus.



Avery Suggs - Executive Assistant and Social Media Manager <https://www.linkedin.com/in/avery-suggs2003/>

AVERY SUGGS is a driven and versatile music industry professional whose expertise spans music production, A&R operations, live sound engineering, and digital marketing. Based in New Brunswick, New Jersey, Avery is currently Executive Assistant and Social Media Manager, where she works alongside veteran music executive Dave Lory, former manager to Courtney Love, Jeff Buckley, and Gregg Allman. In this role, Avery supports daily operations, coordinates communication between artists and industry partners, manages social media campaigns, and contributes to

talent scouting, contract negotiations, and royalty deal structuring—playing a pivotal role in the company’s growth.

Previously, Avery served as an A&R and Social Media coordinator at Mezz Entertainment, where they identified emerging artists with under 100,000 followers, fostered relationships with talent, pitched cross-departmental ideas, and managed engagement-driven content strategies. Their experience also includes marketing and social media work with Mind4Youth, a nonprofit focused on youth mental health, as well as leadership and operational management at Mamoun’s Falafel while pursuing a degree.

Beyond professional roles, Avery has remained deeply involved in the music scene—hosting a weekly radio show on 90.3 The Core, operating professional audio equipment, writing music reviews, and promoting live shows at The Bakery Music Venue. Technically proficient in Logic Pro X, ProTools, Cubase, and digital content tools like Canva and CapCut, Avery also brings strong data analysis, business operations, and programming skills in SQL, Python, and Java.

ASSOCIATES & ADVISORS



Spencer Klein - WEG Corporate Attorney

SPENCER KLEIN serves as global co-chair of the Mergers & Acquisitions practice at the international law firm of Morrison & Foerster. He has advised on more than 200 successfully closed mergers, tender and exchange offers, stock and asset acquisitions, divestitures and joint ventures. He also regularly counsels corporate boards and committees in transactional and high-profile corporate governance matters, proxy contests and takeover defense counseling. Spencer frequently advises leading U.S. and multinational companies across multiple industries, including entertainment and media, with a particular focus on music transactions. Among other groundbreaking

transactions, Spencer recently represented his all-time favorite rock band KISS and its co-founders Gene Simmons and Paul Stanley in their sale of the KISS catalogue and other intangible and tangible assets to Pophouse Entertainment.



Caroline Galloway - WEG Corporate Communications

LinkedIn URL: <https://www.linkedin.com/in/caroline-galloway-7912b76/>

CAROLINE GALLOWAY is an award-winning entertainment and consumer brand marketing and PR expert with global experience. She has been a leader in her field responsible for iconic media campaigns and revenue generating programs for global brands including entertainment and music giants. Galloway has spent the last 23 years in the highly-competitive world of entertainment marketing making her mark by delivering global awareness through aggressive media placement and non-traditional marketing opportunities. She has lived in the United States and Europe.

Galloway's experience includes PR and Marketing leadership roles with The Walt Disney Company, Tom Hanks' Clavius Base Productions, Universal Studios, Planet Hollywood International and Gibson Brands. In 2011 she founded M2M PR & Partnerships. She has written copy for Presidents and Rock Stars and is credited on releases for some of the world's most iconic musical artists and her written work has been featured in several magazines and newspapers.

She has been responsible for hundreds of multi-tiered PR campaigns for entertainment programming and events including the Super Bowl, Music Rising, the Disney-MGM Studios, Disneyland Paris, Gibson product launches and artist endorsements, Les Paul's 100th Birthday, NAMM TEC Awards, T.J. Martell Foundation Honors Gala and many others. She has produced global press events, promotions and strategic partnerships for consumer product launches, theatrical releases, television programming, musical releases, tours and various celebrities.

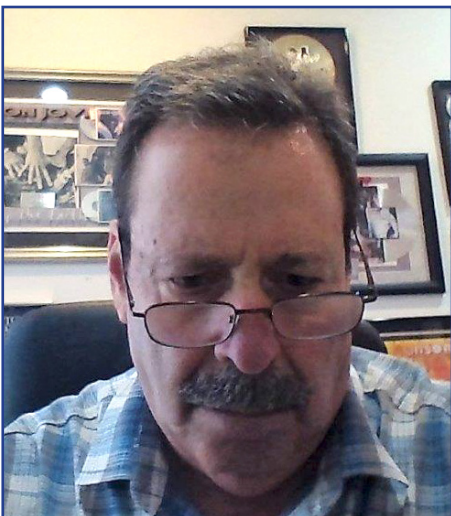
Her awards include a New York Film Festival Silver Medal Award, the Billboard Humanitarian Award, the PRISM Award, the HALO Award Cause Marketing, The Jazz Foundation of America Medal of Honor and a Telly Award for her work with Les Paul.

Her vast experience has given her a window into non-traditional creative thinking that empowers success beyond the normal channels of promotion and public relations. Her connections from every point of the globe have brought strategic alliances and heightened media awareness in everything she does. She has provided key endorsement agreements for chart-topping musicians and VIPs and is engaged in promoting and helping people understand the Metaverse, NFTs and smart contracts.

In 2010, Galloway decided to take the advice of many of her partners and create a PR & Partnership agency to support their individual needs and programs. Since the day she opened it has been fast-forward with trusted entertainment and music partners who rely on her and her team to bring about new excitement and revenue creating ideas for their product, talent or platform.

She has always been described as "an energy that doesn't stop" and she prides herself on a 24/7 mentality and a no-holds-barred attitude when it comes to creating a "sky is the limit" opportunity for her partners. There is no challenge too big for her to handle.

She is a co-founder of Music Rising, an organization also co-founded by U2's the Edge and legendary producer Bob Ezrin. She sits on the board of the MLK Center in Newport, University of California – Santa Barbara – Women's Advisory and the Advisory Board of the I'll Fly Away Foundation. She holds numerous memberships and alliances with key industry decision makers and organizations.



Jeff Brody - President, Brody Distribution Group

LinkedIn URL: <https://www.linkedin.com/in/jeff-brody-1b6170/>

Jeff Brody, President of Brody Distribution Group, has worked in the music industry for over 50 years. Mr. Brody began his career as a salesman at Malverne Distribution in New York where he worked with labels including Atlantic, Stax, Epic, Mercury and Phillips and with artists such as Aretha Franklin, Otis Redding, Sam & Dave, Rod Steward, Led Zeppelin and CSN&Y.

1972 - 1977- Account Executive for ABC/Dunhill Records and handled Sam Goody, Korvettes and other major accounts in New York. Artists I worked with include 3 Dog Night, The

Mamas & The Papas, Jim Croce, Pointer Sisters and the jazz label, Impulse.

1977 - 1979 - Key account salesmen for Phonodisc in NY. Accounts included: Sam Goody and other major accounts in NY. Among some of the projects I was involved with were: Saturday Night Fever soundtrack, Grease soundtrack (both Broadway and motion picture), Bee Gees, Donna Summer, Village People, and Kiss.

1979 - Promoted to NY Sales Manager for PolyGram Records in NY. The sales staff reported to me and I was involved in all aspects of selling and budgeting. Setting and monitoring quotas and departmental budgeting were among my everyday duties.

1980 - Sales Manager position was eliminated but I was promoted to Regional Marketing Manager for Polydor Records. I worked with artists including Gloria Gaynor, Peaches & Herb, Isaac Hayes, Pat Travers, and Benny Maroons.

1980 - Regional Marketing position was eliminated but again I was promoted to NY Branch Manager and oversaw all aspects of branch operations, including the marketing, sales and finance of classical labels and promotion. Worked all labels under the Phonogram umbrella: Casablanca, Mercury, Polydor, Verve, London, DGG, Phillips, and Delite (Kool & the Gang).

1981- Promoted to VP Eastern Sales. Region included: NY, Boston, Philadelphia and DC. All Branch Managers reported to me and my responsibilities included: zero based budgeting, sales, marketing and all aspects of business in these markets.

1985 - Promoted to V.P. National Accounts because once again, the position of V.P. Eastern Region was eliminated (I am beginning to see a pattern here!) and I was promoted to V.P. National Accounts. At that time the National Accounts were: Handleman, Liberman and Musicland. I expanded the job to include Target, Record Bar, Warehouse and Turtles. The position eventually included every major account in the country.

1990 - Promoted to Sr. V.P. of Sales for Mercury Records when PolyGram reorganized and each label separated into their own entity.

1995 - Promoted to Sr. V.P. Sales/Field Marketing. Duties expanded and I worked very closely with the marketing department implementing and executing marketing plans.

1/22/1998 - Departed Mercury Records due to PolyGram and Universal Music merger.

1/23/1998 - Formed JRB Sales & Marketing Innovations. The first label that JRB consulted for was the newly founded label Artemis started by Music Industry Luminary Danny Goldberg. Other labels to follow were Ultimatum, featuring Sugarcult, Antra featuring Khia & Kurupt, New West, OR, featuring 2xPlatinum act the Los Lonely Boys, Rendezvous Music, featuring Kirk Whalum

1/1/02 - Formed Brody Distribution Group to distribute labels thru the RED Distribution system (now The Orchard) See Client list.

In my years in the music industry, I have been involved with and played a key role in the careers of The Village People, Gloria Gaynor, Kiss, Def Leppard, Bon Jovi, John Mellencamp, Pavarotti, Vanessa Williams, Hanson, Andrea Bocelli, 98 Degrees, Rusted Root, Joan Osborne, Brian McKnight, Tony Toni Tone, Robert Cray, Los Lonely Boys Khia, Kirk Whalum, Wayman Tisdale and many, many more

**Loren Chodosh, Esq. - Head of Business Affairs**

Loren Chodosh is an entertainment law attorney and native New Yorker. She started her firm in 1995 after 10 years at Levine, Thall & Plotkin. Over the years, she has represented a varied clientele.

A sampling of her additional current clients include; Worldwide Entertainment Group, Bixio Music, Boss Hog, Willy DeVille, archive Ether, Steve Fisk, Diamanda Galás, Buddy Guy, IDM Music, Steve Jordan, Liars, Local No.12, Man-Ken Music Ltd. [10cc publishing], Cerys Matthews, Mercury Rev, Nada Surf, Holly Palmer, Priests, Barry Reynolds, The Secret Machines, Law firm Shapiro, Bernstein & Co., Sister, Polygon Records, Jon Spencer/Blues Explosion, Jim Thirlwell/Foetus, TV On The Radio and The Verbs.