Joseph C. Testa

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SUMMARY

A versatile, resourceful, and accomplished International Artist/Talent Liaison and Company Branding Manager who has delivered significant results in running day-to-day operations including contract negotiations, international relations, event production, budgets and promotions. Demonstrates sound business judgment and well-developed concept, planning and execution ability. Highly effective organizer, communicator and writer. Known for keen sense of urgency in meeting project deadlines and strong relationships with executive management and artists/talent.

KEY QUALIFICATIONS

- Artist Relations Management – 15 yrs
- Contract Negotiations – 11 yrs
- Marketing & Promotions – 15 yrs
- International Business – 15 yrs
- Event Production – 10 yrs
- Multi Department Budgeting – 15 yrs

EXPERIENCE

Yamaha Corporation of America, Buena Park, CA **1997-2009**

International Artist Relations Manager

Managed all International Artist affairs for Yamaha Corporation of Japan's drum division. Concentration was on marketing, recruitment of new artist/talent, maintaining existing relationships and corporate event production. Member of worldwide marketing team that was responsible for all corporate brand imaging with artist names, images and likenesses. Prepared, monitored and developed national and international projects including event production, educational tours, recording, film, tour, performance, endorsement and signature product contracts.

- Artist Management: Revitalized an unenthusiastic artist roster into a vibrant and energized one. Cultivated, built and maintained relationships with 250 plus international level artists who endorse the company's instruments; i.e. Steve Gadd (James Taylor), Steve Jordan (Eric Clapton), Charley Drayton (Paul Simon), etc.
- Talent Recruitment: Researched, sought after and successfully signed new artist talent for company endorsements; i.e. Keith Carlock (Sting), Matt Cameron (Pearl Jam), Matt Flynn (Maroon 5), etc
- Marketing: Launched new marketing concepts. Directed design and photography for media including web. Developed scripts for advertising, publicity and product packaging. Secured support from major sponsors. Organized tour logistics and support. Successfully married the name, image and likeness of hundreds of artists to the product they endorse.
- Corporate Event Production: Producer of a series of successful corporate events titled Groove Night and Groove All Stars. Directed U.S. and foreign relations, international production and all related organizing aspects. Budgets per show sometimes exceeded well over $150,000.

Warner Bros. Publications Inc., Miami, FL **1995-1997**

Writer, Editor, Media Coordinator, Artist Relations

Principal role in all phases of instructional percussion media and production oversight of all instrument media product.

- Writer & Editor: Produced, coordinated and wrote best selling instructional media with high profile artists and educators, resulting in the industry's most respected percussion catalog.
- Marketing: Developed marketing plans for entire percussion catalog, redesigned visual appearance of the older product resulting in a significant increase in sales.
- Artist Management: Managed the relationships of the top authors, composers and artists of the company's entire instructional media product line.

CPP/Belwin Publishing - DCI Music Video (DCI acquired in 1992), New York, NY and Miami, FL **1991-1995**
International Sales Associate and Artist Relations

Responsible for maintaining and increasing business with hundreds of music education dealers both domestically and throughout Canada. Maintained relationships with company's authors, composers and artists.

- Sales: Successfully increased sales and expanded territories bringing in an increase of revenue for the company.
- Artist Management: Managed the relationships of the top authors, composers and artists of the company's entire instructional media product line.

EDUCATION
BM in Musical Studies – Crane School of Music at SUNY College Potsdam, New York,

COMPUTERS
Independent classes in Final Cut Pro, Pro Tools and Microsoft Office

PROFESSIONAL AFFILIATIONS
PAS: Percussive Arts Society (1992 – present)
NAMM: National Association of Music Merchants (1992 - present)

INTERESTS & ACTIVITIES
Music, Movies, Event Production, Education, health & fitness, travel, writing and reading