

ALEX GIBSON

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Brand developer and media producer with a passion for understanding consumers' responses to various entertainment forms in order to deepen and expand their commitment to the products and activities that inspire them. Excel at motivating teams of creative and technical individuals to deliver superb results. Collaborate with production teams that in total, have sold over 25 million albums worldwide.

PROFESSIONAL EXPERIENCE

AG Productions - Los Angeles, Jacksonville 2006 - Present

Artist + Brand Development, Production, Management

Partner with artists, labels, networks, agencies, and invested clients to develop and execute strategies for creative products and projects to produce maximum artistic and financial efficacy.

- Developed and managed overarching brand strategy for SDM media company. Co-created and produced five full-length albums, two seasons of a network television show for HDNet, original music for feature films and TV series, and a North American and European tour.
- Acted as creative and technical advisor to David Lee Roth for over 10 years. Oversaw production of two full-length albums, pre-production for Van Halen reunion album and world tour, and a documentary web series.
- Founded MettaSonics, LLC and released a six hour audio product for spas, yoga teachers, and massage therapists. Interviewed and surveyed hundreds of working massage therapists to design an auditory environment to enhance client experiences, thereby increasing client returns and revenue.
- Partnered with CMH Records to help design and produce the sonic branding for the Rockabye Baby! collection. The award-winning lullaby series has sold over one million units.
- Grammy nominated engineer with several multi-platinum credits.

Clients: David Lee Roth, Van Halen, Jane's Addiction, Apple, Paramount, TM Music, VH1, HBO, Showtime

ActionGoNow - Los Angeles 2004 - 2006

CEO, Cofounder

Founded and built a full service production company and facility that included: artist development, production, branding, management; music and sound design for commercials, TV, and web campaigns; and studio and equipment rental.

- Composed music and sound design for the Nike campaigns: *Flight* and *The LeBrons*.
- Developed, produced, and managed the brand identity for numerous, independent artists.
- Designed and built a multi-room recording facility with ancillary equipment rental services to substantially increase company ROI.

Clients: Nike, CBS, Volvo, UMG, Warner Bros.

The Jim Henson Company - Los Angeles

1998 - 2004

Chief Engineer of the Recording Studios

Originally hired as a staff engineer by A&M Records, was asked to remain as part of a small team that transitioned the Charlie Chaplin Lot and Studios into the Jim Henson Lot and Studios. Promoted to Chief Engineer after two years.

- Managed and engineered hundreds of recording sessions based on client needs and objectives.
- Hired, trained, supervised, and mentored staff engineers and runners.
- Oversaw and recommended technical purchases to ensure onsite equipment continued to be of the highest caliber possible, while remaining within budgetary requirements.
- Increased bookings and profitability for The Jim Henson Recording Studios by continuing to produce exceptional recordings and increase client satisfaction, despite an industry-wide turndown.

Clients: Rod Stewart, Mick Jagger, Ringo Starr

EDUCATION

University of Florida '96

B.S. Chemistry

Berklee College of Music '98

Music Production

- Guest Lecturer at UCLA Extension "Engineering for Commercial Composers"

COMMUNITY INVOLVEMENT

- Helped create the annual LA Rock 'n Roll Golf Tournament to benefit the Pablove Foundation
- Supporter of:
 - NAMM Foundation
 - Surfrider
 - Give Clean Water, Inc.
 - The YouthBuild Charter School of California

SPECIAL INTERESTS

- Longtime golfer and member of the USGA, SCGA, and CGA
- Photography, including golf photography featured in national real estate magazine
- 25+ years of surfing. Surfed in Hawaii, Puerto Rico, Bahamas, and Costa Rica

References available upon request