

Web 2.0 – Understanding the Technology of Today – Pinky Gonzales will discuss how technology has grown and the tools that are available to you today to grow your network and improve your business.



Pinky Gonzales

Pinky Gonzales began his career in the late 1990s in the San Francisco Bay Area, managing and promoting local bands. A fateful tour through Europe in the spring of '98 landed him the strange yet memorable nickname "Pinky," which he has been known by ever since.

In 1999, he moved to Los Angeles, Calif., where he helped establish Patronet, a groundbreaking "artist subscription service" developed by artist/producer Todd Rundgren and legendary artist manager/label executive Danny Goldberg. Its clients included Rundgren himself, along with Scott Weiland of the Stone Temple Pilots, Vin Scelsa, a pioneering radio show host from NYC, and Rosanna Arquette, an actress and eccentric online producer.

By mid-2000, Gonzales had made his way to Nashville, where he assumed a role in business development for the Country Music Association, managing partner relations with Yahoo, eBay, Microsoft and others in support of the CMA Awards and CMA Music Festival. In this capacity, he became aware of the need for new media marketing and development services for the country music industry.

Gonzales founded Artist Media Group to address those needs in December of 2001. DreamWorks Records was the first of several high profile clients to sign on, along with Rascal Flatts, Terry Clark and Kelly Clarkson over the next several years. The company specialized in "fan management" services, ranging from street team and grassroots marketing to fan club development and merchandise fulfillment offerings.

Artist Media Group joined forces with echomusic in April 2005, at which point Gonzales became a partner of the combined entity. The company grew 400% over the next two years while taking on clients of all genres, including Kanye West, Janet Jackson, Alicia Keys, Korn, The Jonas Brothers, Bon Jovi and Godsmack, among many others, and extended its country roster to include Keith Urban, Faith Hill, Brooks and Dunn, Sugarland, Lee Ann Rimes and Brad Paisley. echomusic was acquired by Ticketmaster in February 2007. Gonzales spent the next year managing the transition and helping to integrate the echo business model into TM's billion-dollar global market strategy.

He left the corporate world in April of this year to create and teach a course in branding and new media marketing for Belmont University. In the same spirit of community development and technology-enabled transparency, video of each class session, course materials and social networking features can all be found

online at <http://musicmarketing.ning.com>. Students are encouraged to interact with each other as well as the outside world via the site, in an effort to extend each lesson from the classroom to the very real, and rapidly evolving, digital world.

Going forward, Gonzales intends to keep one foot in both worlds, consulting with technology startups and investment groups looking to solve tomorrow's challenges today, while educating and supporting individuals and students trying to make sense of an ever-changing entertainment industry landscape.