

**KELLI RICHARDS**  
**President & CEO**  
**ALL ACCESS GROUP**  
**"www.allaccessgroup.com"**

Kelli Richards is an established veteran and respected pioneer in the convergence of entertainment and technology, especially within the digital music/media arena (where she has been an active participant for the past decade). She's a catalyst for profitable creative breakthroughs that involve brands and technologies, and individuals at the top of their game. Basically, she connects the dots between technology companies and the entertainment industry – seeking new revenue streams and distribution opportunities for both.

Kelli is the principal of her own company, the All Access Group, which specializes in harnessing the power of the Internet and e-commerce opportunities to create world class campaigns, facilitate strategic alliances, and produce unique projects for A-List celebrities and musicians, established corporations, as well as for numerous startups.

She acts as a "Director of Entertainment Alliances" for hire to major technology companies -- creating strategic initiatives and spearheading content acquisition deals that allow for mutually advantageous collaboration with content owners, including top entertainment companies and established artists (directly). She has unparalleled access to decisionmakers both in entertainment and in technology, which allows for accelerated traction in terms of getting things done for her clients with alacrity. In addition, she seeks brand extension opportunities that will generate additional revenue streams and promotional opportunities for name artists through new means of digital distribution.

Prior to launching the All Access Group, Kelli spent 10 years at Apple Computer most recently as Music and Entertainment Markets Manager. She has also done work with Silicon Graphics (SGI) in their Entertainment Marketing group. Kelli previously held positions at EMI Records as an A&R exec, and also at Guitar Player Publications.

For several years in the mid-to-late 90s, Kelli partnered with rocker Todd Rundgren to develop a series of firsts during the early days of digital music, most notably PatroNet, the earliest Internet-enabled artist subscription service (see "[www.patronet.com](http://www.patronet.com)").

For the past two decades, she has also been an acclaimed producer of various music projects as well as a wide variety of events including: MB-5, Webnoize Conference, Tribute to Paul McCartney CD, California Music Awards (formerly the BAMMIES), Pollstar Awards, Webby Awards, and other similar projects/events.

Kelli also produced a highly successful conference which she co-founded for two years running in 1999 and 2000 entitled "MB-5: The Future of Music", and more recently produced a large fundraiser in 2002 in support of the UN's "Adopt-A-Minefield" organization dedicated to clearing landmines featuring Paul McCartney, Brian Wilson & Jay Leno. She was the talent producer behind the BAMMIES (now known as the California Music Awards) for nearly 20 years. She has also been co-producer of the Pollstar Awards for the past five years.

All Access Group's diverse range of clients have included: Philips, Apple Computer, Motorola, iFilm, Akimbo Systems, Media Rights Technologies, Sony Net Services, Wipro, Todd Rundgren, David Bowie, Michael Jackson, IUMA, My-Reputation, Storymail, NBC Interactive, and many others.

Kelli has recently co-authored two books – a book/DVD entitled "The Art of Digital Music: 56 Artists, Visionaries & Insiders Reveal Their Creative Secrets", published in 2005 by Backbeat Books; the other one is "Creating Business Breakthroughs You Want: Secrets and Strategies of the World's Greatest Mentors" published in 2004 by Mission Publishing. She's a sought after panel moderator and speaker at digital music and digital media conferences, and a contributor to the media as an expert in the areas of digital music, digital media, artist-related issues, and integrated brand entertainment.

She holds an MBA with an emphasis in marketing, and a BA in marketing/filmmaking from San Jose State University. She also holds a Certification in Life Coaching through Debbie Ford's Institute for Integrative Coaching. In her spare time, she enjoys yoga, gourmet cooking, nutrition, reading, time with friends, and hiking in the local recreational areas of the San Francisco Bay Area.