

The All Access Group Fact Sheet

Where do Corporations Turn When They Need Access to Celebrities, Entertainment Brands and the Hottest Content?

They Turn to Kelli Richards, “Networking Maven to the Stars”

In the swirling nexus where high tech converges with the celebrity worlds of music and film, Kelli Richards is sure to be found at the very center of the storm. You might say she holds a permanent all-access backstage pass. She connects the dots between influential decisionmakers in entertainment & technology.

Kelli has made a career out of connecting stars and top technology companies, serving as a matchmaker between the likes of David Bowie, Todd Rundgren, and the artist occasionally known as Prince on one hand—and leading brand corporations such as Apple Computer, Philips, Motorola, and NBC on the other. Each side benefits from her extensive knowledge of strategies and processes distinct to each world, her ability to translate both languages, and from her unparalleled access to influencers and decisionmakers in both camps. Corporations and high-tech ventures get stars to endorse products or events or to supply content, and artists find new revenue streams and promotional avenues for their content to reach broader audiences.

But don't try to pin Kelli down as "just" a celebrity matchmaker. Her dazzling array of projects as a veteran rainmaker, producer, and life coach -- (see details on her site at www.allaccessgroup.com) -- includes the following (among *many* others):

- Was in charge of Music & Entertainment initiatives at Apple Computer before leaving (after 10 years) to run her own business. She did similar work during a two-year stint at SGI. Prior to her tenure at Apple, she was an A&R executive at EMI Music in Los Angeles.
- Is co-author of the critically acclaimed book/DVD entitled “*The Art of Digital Music: 56 Visionary Artists & Insiders Reveal their Creative Secrets*” released in 2005 through Backbeat Books.
- Co-produced a set of two Paul McCartney tribute CDs that were developed to contribute significant funds towards breast cancer research. Later produced a fundraiser event for the Adopt-A-Minefield event headlined by Paul McCartney who performed along with Brian Wilson & Stephen Stills (Heather McCartney is Chairwoman of Adopt-A-Minefield).
- Collaborated with rocker partner Todd Rundgren to develop PatroNet.com, where musicians and other artists can interact with—and market directly to—their core fans via paid subscriptions (David Bowie created a similar approach with his successful BowieNet).
- Is co-author of a book entitled “*Create Business The Breakthroughs You Want: Secrets and Strategies of The World's Greatest Mentors*” along with notable business authors like Mark Victor Hansen, Robert G. Allen, and Brian Tracy, et al and endorsed by Dr. Stephen Covey, Harvey Mackay, and Kenneth Blanchard. It was published in 2004 by Mission Publishing.
- Has developed high brand industry alliances and spearheaded major content acquisition deals for both Philips' and Motorola's family of connected home devices respectively.
- Facilitates high-level entertainment industry content alliances (at film studios, TV networks, and record labels) for emerging technology companies like Akimbo which enables VOD to the TV vs. the PC via an in-home broadband connected network. Consumers can enjoy the content they want when they want to view it (on demand) regardless of network TV and cable channel programming schedules.

- Produces award shows and celebrity fundraisers primarily responsible for talent participation (hosts, presenters, and performers). Also produces industry conferences in the digital media and digital music arenas. She's been producing both types of activities for the past two decades; this is an area of real passion for Kelli.

- Engages celebrities to participate in a range of charitable causes and events (like Chairs That Care). Has co-developed a new organization called Music in Action that seeks to unite major established artists in the music industry with humanitarian causes globally year-round.

*Seeks out leading consumer and technology corporate sponsors for major artist tours & events.

*She has also completed her certification in Life Coaching via best-selling author Debbie Ford's Integrative Coaching Institute in San Diego, CA. She focuses on life coaching for celebrities and other accomplished professionals.

"She seems to know everybody, not only in Silicon Valley, but also throughout the entertainment industry. She has the intangible ability to cut...get directly to the heart of a situation. But to me, her greatest asset is her ability to deal with people."

—Greg Kihn, musician, author and morning DJ

Journalists & Conference Organizers: Kelli Richards is delighted to be a dynamic, high-energy resource for any stories or panels involving the convergence of music/entertainment and technology, creating integrated brand campaigns with entertainment, working with celebrities, new revenue streams for established artists, or a focus on women entrepreneurs. Reach her at 408-257-6155 or by sending her e-mail to: kelli@allaccessgroup.com. Please visit her multimedia website at www.allaccessgroup.com for more details on her many clients, projects and activities.

The All Access Group is based in the San Francisco Bay Area.