



Kelli Richards

President & CEO of The All Access Group

(an Entertainment and Technology Advisory)

www.allaccessgroup.com

- An established veteran and pioneer in the digital music/media arena over the past two decades. As a senior level executive in digital music and entertainment, Kelli is sought after for consulting, speaking, and producing engagements.
- Leads **The All Access Group** where she connects the dots between technology companies and the entertainment industry—evangelizing new business models and digital distribution strategies to reach consumers and generate new revenue streams for premium branded content. Kelli facilitates strategic business opportunities between consumer brands, established artists, film studios, record labels, and technology companies in order to foster new revenue streams and compelling consumer experiences.
- Clients are often companies pioneering disruptive, innovative consumer-facing technologies in digital music and entertainment. They have included a wide range of tech companies (from Fortune 100 size to funded start-ups), and premium content owners alike (major film studios, record labels, and established artists).
- Recognized as a thought-leader and futurist in digital music and entertainment; with broad access to a wide range of established musicians. Unique expertise in strategizing 'artist 360' digital delivery of a branded artist's products direct to his/her fans, and artist-centric 'concerts of the future' technologies.
- Has worked inside Fortune 100 entertainment and technology companies:
 - Music & Entertainment Markets executive at Apple Inc.
 - A&R Manager at EMI Music
 - On the Entertainment Marketing team at Silicon Graphics (SGI)
- Co-developed PatroNet, the first Internet-based artist subscription service, with rocker partner Todd Rundgren (in the mid-90s)
- Frequent panel moderator at digital music and entertainment industry conferences globally.
- Acclaimed producer of various music events and projects for over two decades: MB-5, Webnoize Conference, Tribute to Paul McCartney CD, California Music Awards (BAMMIES), Pollstar Awards, Webby Awards, and more.
- Co-produced a celebrity fundraiser event to support the UN's "Adopt-A-Minefield" featuring Paul McCartney, Brian Wilson, Stephen Stills, hosted by Jay Leno.
- Talent producer behind the BAMMIES for 20 years, and talent executive and co-producer of the Pollstar Awards during the past decade.
- Has co-authored and published two books, most recently "The Art of Digital Music: 56 Artists, Visionaries & Insiders Reveal Their Creative Secrets".
- Holds an MBA and a BS in Business Administration from SJSU. She is also a Certified Integrative Life Coach via Debbie Ford's Institute for Integrative Coaching
- Elected to the NARAS Board of Governors (Grammys) – San Francisco Chapter



Select clients of The All Access Group have included:

