

Kelli Richards

CEO - The All Access Group

Consultant - Coach - Celebrity Wrangler - Mentor

Creating Powerful Connections Across
Music, Entertainment and Technology



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Kelli is a consummate strategic alliances professional, and maintains an impressive network of entertainment and technology professionals. Kelli delivers significant value in connecting key influencers and decision makers.

I have in the past, and will continue to recommend her to all my Fortune 100 clients.

— Scott Jamar, CEO,
Oingo Bingo

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CLIENTS

Partial List

- Apple Inc
- Cisco
- DMI Music
- Gracenote
- IDEO
- Intero Media
- Irene Cara
- Motorola
- Mozes
- NBC.com
- Orb Networks
- Philips
- Virgin Mobile
- Virtual Venues Network
- VizLingo
- Wipro
- yap.TV



EXPERIENCE

Kelli Richards is a true trailblazer in the digital music and media arenas with more than twenty years of senior-level experience. With a unique talent for connecting innovators in technology with creative leaders in entertainment, Kelli guides her clients to create big visions, make big connections and achieve big results.

A highly sought-after consultant, mentor, speaker, producer, coach and author, Kelli is the CEO of The All Access Group. She and her team facilitate strategic business opportunities in digital distribution between technology companies, established artists and celebrities, film studios, record labels, and consumer brand companies in order to foster new revenue streams and deliver compelling consumer experiences.

Clients of The All Access Group range from funded start-ups to Fortune 100 companies dedicated to creating innovative consumer-facing technologies in digital music and entertainment. They have included a wide range of tech companies, musicians and celebrities, premium content owners and distributors, and celebrity event organizers.

MOST POPULAR PRESENTATIONS

INNOVATE LIKE APPLE: AN INSIDER'S VIEW

How did Apple become one of the world's most innovative brands? Kelli shares an insider's perspective and lessons learned from her 10 years at Apple where she launched and ran the company's music initiatives.

TAKING THE CROWD TO THE CLOUD

A pioneer in blending creative content with technology, Kelli shares her theories on how "creative disruptions" can drive companies to stay a step ahead of trends, technology and, most of all, the competition.

ARTISTS IN CONTROL: SHIFTING THE BALANCE OF POWER FROM RECORD LABELS TO ARTISTS

Artists take control of their brands & rights in the process of finding new ways to connect more directly with their fans amidst new forms of distribution and emerging revenue streams.

EMBRACING THE CONNECTED CONSUMER

If organizations want to stay relevant in today's information age, they must learn to embrace the "connected consumer," taking them beyond the digital home and into the mobile universe with great content. It's anywhere, everywhere, on any device — ubiquitous and untethered — at long last.

THE IMPACT OF SOCIAL COMMUNITIES ON DIGITAL ENTERTAINMENT

Learn how online communities and social media are affecting music, media and entertainment, especially with regard to creating richer artist-to-fan audience engagement and monetization of premiere content artist/celebrity brands.