## SASCHA STONE GUTTFREUND

Austin, Texas 512-330-4274 (o) sascha@scoremoreshows.com

## PROFESSIONAL PROFILE

Sascha Stone Guttfreund is President of ScoreMore Shows, a Texas-based music promoter and event production company founded in 2009. Stone Guttfreund cofounded the company as a then-college student and in less than a decade, the organization has become one of the most successful and fastest growing music event companies in the country. In 2018, ScoreMore became the youngest company ever to be acquired my LiveNation with Stone Guttfreund acting as President of the new joint venture, marking a huge professional milestone for the young entrepreneur.

Under Stone Guttfreund's oversight, ScoreMore solidified itself over the past decade as a tastemaker in music and culture, while also becoming the premiere millennial-facing festival producer in the country. With a history of booking artists early in their careers in small clubs who have gone on to headline arenas and amphitheaters, Stone Guttfreund has become a trusted curator in the live music scene.

Aside from ScoreMore, Stone Guttfreund is a successful entrepreneur, as well as the manager to Grammy Award-nominated recording artist Tory Lanez, among several other music performers.

## KEY ACHIEVEMENTS & ADDITIONAL SKILLS

- Billboard Magazine "40 Under 40" honoree (2019)
- Billboard Live Music Summit and Awards Conference Panelist/Speaker (2018 & 2019)
- Pollstar LIVE! Conference Panelist/Speaker (2018)
- Forbes "30 Under 30" honoree (2016)
- Rolling Stone Magazine "17 Young Innovators Shaking Up the Music Industry" (2015)
- Bi-lingual (Spanish)

## CAREER & EDUCATION SUMMARY

ScoreMore Shows 2009 - Present President & Cofounder

Acting president, talent booker and executive producer for a team that produce and promote more than 200 club shows per year throughout the United States with a focus on the Southwest US region. Past notable performers include J. Cole, Kendrick Lamar, Chance the Rapper, The Weekend, Frank Ocean, Tyler, The Creator, and Wiz Khalifa, among countless others.

ScoreMore is also behind some of the most beloved and successful music festival properties in Texas and across the United States, which includes a festival in every major city in the state. Current festival projects include Neon Desert in El Paso, Mala Luna in San Antonio and JMBLYA, which has stops in Austin, Dallas, and the recent addition of Fayetteville, Arkansas. ScoreMore also launched two new artist-curated festival properties in partnership with J. Cole for Dreamville Festival in Raleigh, North Carolina, as well as with Travis Scott for ASTROWORLD Festival in Houston, Texas.

2013 - Present ScoreMore Management President & Founder

Oversees a growing artist management division, which includes the Grammy Award-nominated artist Tory Lanez, among several other exciting up-and-coming artists including Melii, Play Picasso and Noah North

Mixed Management Consultant

2013 - 2014

Oversaw all touring campaigns including budgeting, production, allocation of advertising funds, and the overall structure of the touring business, while ultimately serving as a liaison between booking agents and management.

2011 - 2016 The ILLMORE

Partner & Cofounder

Produced one of the most popular, celebrated and sought-after events in SXSW's storied history, The ILLMORE, which concluded in 2016 after five successful years. The New York Times in fact was quoted as confirming that at 2.5%, The ILLMORE had a lower admission rate than Harvard University.

2011 - 2012 Marc Ecko Enterprises

**Director of Artist Collaborations** 

Responsible for negotiating licensing deals and artist collaborations with Marc Ecko as the private label distributor and production house

2010 - 2011 Chiddy Bang (artist)

Tour Manager

Tour managed hip hop group Chiddy Bang. Touring internationally including colleges, festivals and club shows. Responsible for all production advancing, settling, travel coordination, media relations and day of show needs.

2009 - 2010 Aces Lounge

Director of Events & Talent Buyer

Oversaw talent booking and promotion of various events at Aces Lounge in downtown Austin. Upon leaving my position, Aces Lounge was no longer considered a burlesque nightclub, but one of Texas's top clubs for hip-hop and electronic music.

2007 - 2011 University of Texas at Austin

B.A., Corporate Communications

Received University Honors and College of Communications Honors, including a scholarship from the College of Communications. Member of Music and Entertainment Committee.