



BRAD FIRST – Music Festival Coordinator, SXSW (US)

Brad has had a career in the music business that started with being a Talent Buyer/Production Manager for a 900 capacity punk/new wave/dance club in 1980. He went on to be a Tour Manager and Audio Engineer for international touring bands during the eighties and nineties.

He has opened and owned several live music nightclubs in Austin during the late '80's and early 90's as well as managed several bands during this time and General Manager/Talent Buyer for several years (2000-2003) of the world renowned Antone's

nightclub in Austin TX.

Brad has held many different positions with SXSW during during these years, culminating with becoming a full time staff Music Festival Coordinator for SXSW for the last 6 years.