



## **DAVE CURTIN – Creative Director, DeepMix (US)**

The music world really began to open up for Dave Curtin as a DJ and nightclub promoter in San Diego. In 1986, while attending college at SDSU, Curtin happened upon another young, ambitious, entrepreneurial spirit by the name of Mike Garrett (now co-owner of LA hot spots Voda, Lounge 217 and The Falcon). Together they formed Chaos Productions, a premier nightclub and special event promotion company.

Chaos drew over 80,000 people to their events through music, fashion and trendsetting themes. They were featured in countless newspaper and magazine articles and local television news segments as they were

considered forward thinking “tastemakers.” The quick success of Chaos gave Curtin a glimpse into the power of pop culture.

When he returned to his native Los Angeles, he began managing a few local bands which lead him to the door of Carl Stubner, now President of Sanctuary Management Group, who took Curtin under his wing for 2 years. This lead to a road manager position on the HOARD festival working with Ricky Lee Jones. When the HOARD tour wrapped up Curtin returned to Los Angeles where a friend told him of a job opening with Pfeifer Music Partners. This lead to him to the first meeting with Brad Colerick who hired him immediately. Colerick had a hunch that the advertising industry was beginning to gravitate toward more authentic music made with artists that were making great records rather than composers emulating them. Curtin’s style and background were perfect for the marketing /producer position at Pfeifer.

Two years later Curtin branched off on his own and co-founded SubZero as a boutique music shop, and part of HUM Music + Sound Design, for exposing contemporary artists to the advertising world. He has produced music for some amazing ad campaigns including HP, Coors Light, Gatorade, Intel, Miller Beer, Vans and EA Sports.

In his role as Chief Creative Officer of DeepMix, Dave initiates strategic alliances with record labels, music publishers, artists, composers and advertisers. He can be found in the DJ booth on the occasional Friday night at Hollywood hot spot, The Falcon, on Sunset Blvd or on the weekends at the beach with his wife, Kim, and future Pro Surfers & Rockstars, Cameron & Conner, ages 5 and 2½ years.