

Richard K. Varrasso

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Introduction Letter

Thank you for taking the time to review my resume.

Right now, there is a window of opportunity to make a change. I am available to share my wisdom and talents to become a valuable team member! My focus is on logistic coordination and assistance in high level business management. I have a wide range of talents; abilities only obtained by being there through time. I can put things together, follow through and complete projects simultaneously along with everyday business functions. I am a fearless achiever, a doer, a finisher.

In practice, I'm usually the "go to" guy to gain a solution.

I have been following your company's website and I have a particular interest in this industry. I am a certified management specialist; a proven marketing expert.

I currently have a non-exclusive contract with Persistent Systems as a corporate liaison; yet, my limited commitment allows me to move forward to a more solid employment opportunity.

In addition, I qualify for Alameda County's subsidized employment reimbursement program that may benefit your company.

I would like to interview immediately, it would be a pleasure!

Richard K. Varrasso

Objective:

Trade show, concert production and large event coordination producer looking for position in a company with a high energy event marketing profile. Management and administration skills are transferable to a variety of functions for the assistance in very high level management positions or difficult assignments. Highly experienced and knowledgeable senior professional seeking employment in the San Francisco Bay Area.

Relevant Experience

- 2011 - 2013 **Corporate Liaison**- Persistent Systems, Inc, San Jose, Ca
Associate company executive, signed MSA with AT&T. Contracted.
- 2006 - 2011 **Trade show, Concert Production**- Big7 Entertainment, Inc, San Jose, Ca
Production executive, large event mgr, resort general mgr. CEO
- 2004 - 2006 **Restaurant/Banquets**- Sonora Grill; Sonora, Ca
Owner, Maitre'd, Chef, Menu planner, purchasing, events, banquets
- 2002 - 2004 **Trade Show Mgmt**- Big Cheese Events, San Francisco, Ca
Production management, property logistics, budget and expense analysis
- 2000 - 2002 **Event Mgmt**- Appraisal and Management Company; Fremont, Ca
Producer, coordination, property/collateral management, tour logistics
- 1995 - 2000 **Tour Management**- Greg Kihn, Eddie Money, Montrose, Gregg Rolie Tour
producer, marketing and promotion, record producer
- 1993 - 1995 **Social Event Mgmt**- Big Cheese Events, San Francisco, Ca
Production management, property logistics, budget and expense analysis
- 1991 - 1993 **Production Assistant**- Tina Turner's Private Dancer Tour - USA
Tour mgmt, concert logistics, production, red carpet/meet& greet
- 1988 - 1991 **Trade Shows**- Rapid Precession Industries, Fremont, Ca
Event planning, catering, decorations/site prep, travel coordination
- 1984 - 1991 **Record Producer**- Beserkeley Records, Fantasy Studios; Berkeley ,Ca
Studio producer & radio promoter, tour mgmt for major concert acts
- 1980 - 1984 **Event Producer**- Weibel Winery, Hidden Valley Ranch, Leland Stanford
Marketing/ promotion for concert events, show management & booking
- 1989 **Real Estate Appraisal**- State and Federal Appraiser (concurrent)

Education

- 1994 - 1995 Anthony School of Real Estate; San Francisco, CA
real estate appraiser and property management
- 1975 - 1979 Graduated Herrington (correspondence) University in London
business administration and marketing
- 1972 - 1975 Graduated American High School in Fremont, CA

Relevant In-office Skills

Calendar, tasks, travel, events, planning; catering, budgeting, purchasing, quick books, production, promotion, engineering, audio/visual, logistical wizard, advisor, consultant, solution finder. High energy staff coordination and motivation. Organizational skills that lead to ease, cost efficiency, maximum results and flawless execution.

Functional Skill Sets

Concert Event Promoter:

Worked with Bill Graham Presents and other agencies promoting dozens of major name headliners. Part of the true pioneers and trail blazers of concert shed touring.

Artist Manager and Booking Agent:

Management expertise, business administration, contract negotiation, expert public speaker and panelist for artist management and engagement bookings. Have read and written contracts, deal memos, riders, budgets and analytical forecasts for time management and logistics.

Record Company:

Knowledgeable of all business practices in the recording industry, including contracts, administration, management, and production. I have over 2000 hours in the recording studio. Name accredited on many national retail album releases.

Road Manager:

Well traveled through-out the United States and several outside countries; was included in the management entourage on Tina Turner's Private Dancer world Tour, toured with many name headlining acts. Moved people and associated collateral across state-line and international borders according to schedule and plan.

Publishing:

Published music and writings for copyrighted recorded works. Written curriculum for education on talent management, artist booking and record label executive training. Owner of Famous Band Music Company with ASCAP registering song title catalog and context.

Publicity:

Talent wrangling at book signings, VIP and celebrity events. Escorted talent down the Red Carpet, as well as introducing talent to other artists, media and press personnel. Facilitated Meet and Greets for major rock stars and in conjunction with major sponsors such as Pepsi and Orangina. Attended Hollywood award shows. Appeared and produced television shows.

Pertinent characteristics-

- 25+ years of experience in the entertainment industry
 - Executive experience includes CEO, President, Vice-President and manager
 - Strong leader who is entrepreneurial, aggressive and hands-on
 - Possess superb credentials with a strong educational background
 - Excellent budget analysis, forecasting skills, proficient using financial software
 - Willing and able to work in a creative, fluid environment
 - Full command of the inner workings and operations of an entertainment company
 - Execution & action-oriented hardworking personality
 - Leadership and strategic thinking ability; expert on timeliness and timing
 - Confidence to build trust and present results to any superior manager or director
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- Outgoing, warm and energetic personality
 - organized, efficient, flexible, problem-solver, fast-learner
 - excellent oral and written communication skills
 - intuitive and patient listener, detail-oriented, team-player
 - superior phone etiquette, readiness to talk to customers
 - good judgment of character, good ear for talent
 - outstanding organizational skills, can think while running
 - willingness to roll with the punches, thinks "outside the box"
 - ability to work with changing deadlines or under pressure
 - experience using database programs, MS Office, Outlook
 - familiarity with PC and Mac computer environments
 - good team player that can work independently
 - Willing to travel, travel agent experience, tour management
 - Can sing and play guitar, perform in front of audiences

Offer must be in writing.

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References

I have many high level management and celebrity references;
Letters and their contact information available upon special request