

# Recommendations

Teddy Shrader – **North American Music Programming Manager – Cognizant/YouTube Music at Google**

During the 18 months that I have served as North American Music Programming Manager for Cognizant, Erick Bohorquez continually displayed stellar instincts, insights, and performance as a Music Programmer. Erick worked to increase playlist engagement while providing superior curation strategies noting the specific role and hypothesis of each playlist in his corpus. He used sound data management, and consulted a myriad of metrics both internal and external sources to ensure he was in tune with the current trends in music in each market. In addition, Erick was pivotal in training both AI and algorithmic suggestions, creating a stronger bond with the client and adding a human touch to his corpus. It is my opinion that Erick will make a strong asset at any company he works for. His ability to take initiative, engage meaningfully with his team, and continually refine his understanding of his areas of expertise are admirable. I strongly endorse Erick Bohorquez and am happy to speak further on his abilities.

Ken Eissing – **President, Mood Media**

"Erick was a valued member of the Music Design team at Mood Media. He had responsibility for managing and curating the playlists for some of the largest brands in the world and some of Mood's most strategic and highest profile clients. Erick was a pleasure to work with and could always be counted on to deliver for our clients and our business."

Danny Gillespie – **CIO/CTO/EVP, International Operations and Global Strategy, Mood Media**

"Erick is a passionate advocate for any endeavor he undertakes. Outgoing, not afraid to question the norm and full of creativity! From the concept of a brand identity to the execution of the reality, Erick really shines through in a unique way. Highly recommend Erick!"

Shalonn Hilburn – **Senior Director, Music Design**

"I had the benefit of working with and managing Erick at Mood Media, while I was running the recently combined Programming Departments of three companies. I wanted to grow our music offerings to appeal to our expanding customer base. Based on his Latin Music knowledge and background, I hired Erick to spearhead Latin Music programming for our clients and manage DirecTV's Latin music channels. Erick's attitude was always enthusiastic and resourceful. He worked closely with customers to resolve issues and always found common ground between sales and creative. I could always depend on Erick to present the best musical strategy to his assigned clients. Erick's approach to his daily work was insightful, creative, organized and efficient. He was always attentive and took every person's perspective into consideration while looking for a creative and strategic solution to produce efficiencies and mutual understanding. Erick is a loyal and hard worker. I have no doubt that the team that hires him will be very fortunate."

Brad Bond – **Creative Director, Mood Media**

"I have worked closely with Erick for the better part of six years now. I have always known Erick to be a creative, self-driven music industry professional. His ability to engage listeners by creating custom music programs, all the while supporting Mood's business objectives, is what makes Erick a valuable asset to the company or any for that matter. His expertise in Latin music is what sets him apart as a programmer."

Joel Oltyan – **Senior Manager, Music Design, Creative Operations at Mood Media**

“Erick’s passion for music brought a great energy to our department, and his knowledge of the music industry. His experience working with some of the best record labels was just a plus. To top it off, Erick is, and continues to be, a bright light. His love and passion for his music and his family is an inspiration.”

Julie Greenwald – **President, Atlantic Records**

“Thank you so much Erick for rocking our world at Atlantic Records. You did an amazing job!”

Paula Moore – **Vice President A&R, Warner Music Group**

“Erick’s energy and enthusiasm for emerging music discovery was what engaged me to give him an opportunity. His attention to necessary details of research responsibilities combined with his ability to discern strategic decisions for business relevant recommendations was what made him an invaluable part of my music research team. Erick has the acumen and passion to take direction and return meaningful results.”

Cindy Hill – **VP/Regional Program Director, Univision Radio**

“Erick is a passionate, dedicated, self-motivated, dependable person. He understood the business and was completely accessible and available for all the station’s needs. He was always upfront and did not make any commitments he could not keep. I truly enjoyed working with Erick while he was with Def Jam.”

Jessica Pomerantz – **Promotion, Elektra Records**

“Erick was extremely thorough and enthusiastic about any project we assigned him. Not only did he have great follow up, but he also promoted with vigor. He won a Tracy Chapman contest by being creative and persistent.”

Jacqueline Cheng – **Coordinator, Viral & Grassroots Marketing, Atlantic Records**

“Erick was always creative, proactive, and hungry to learn. Any potential employers would benefit greatly by having Erick as a part of their team!”

Rebecca Ross – **Regional Promotion Manager, Elektra Records.**

“I have had the pleasure of working closely with Erick for the better part of last year. Erick has proven himself to be a key team player in a great deal of my business in the Austin area. He is a professional who has a great love of music and a willingness to give 150% to any task put before him. He has covered numerous shows for me and has worked closely with my bands and radio stations in executing promotions and artist activity. He is a responsible, creative person with persistence and a great attention to detail. I fully believe that any company in the music business would be fortunate to have him on their staff.

Keith Jenkins – **National Manager of College Promotion, Elektra/Atlantic Records**

“Erick’s strengths lie in his ability to communicate, his intelligence, and ability to take initiative. He has great willingness to accept responsibility and a high level of commitment. Erick is always demonstrating great leadership skills and has shown immense enthusiasm in all aspects of the music industry. He is an asset to any institution he pursues a career in. Innovative, creative, and proactive, Erick will always be an ideal candidate and colleague in any profession. From grassroots and viral marketing to online guerrilla marketing, Erick has shown great strengths, in his ability to utilize his interpersonal skills to execute his tasks flawlessly. We at Elektra suffered a great loss when Erick decided to relocate, but we are truly confident that no matter where his career takes him, he will be the best with the most to offer.”

**Annalisa Lazzaro – Senior Street Team Coordinator, Capitol Records**

"I met Erick when Elektra was looking for a Street Team Rep in Austin, TX. I was immediately impressed with his enthusiasm, and he went on to become one of our best reps nationwide. Erick is truly a "people person" who has a great ability to connect and communicate as well as a true passion for music."

**Carmen Geyer – Sr. Premier Service Manager, Mood Media**

"Erick is an incredibly talented professional who intrinsically understands client brand needs and has worked with top brands such as Footlocker and Nike to name a few. I always knew the customer was in great hands with Erick creatively and he was always an advocate for his clients. It was a pleasure to work with Erick while I was a Premier Service Manager at Mood Media, and anyone would be lucky to have him as a co-worker, client or employer."

**Craig Davis – National Activation Director, Rockstar Energy Drink**

"I had the pleasure to work with Erick during SXSW for the past 4 years and it's always gone smooth. He was always on time, professional, and worked well on the Sales and Marketing side. I hope to work with him again soon!"

**Brad Dulong – Lead National Account Manager, Rockstar Energy Drink**

"Erick is a very dependable and reliable worker. You give a list of things to do with a deadline to complete them and he will get the job within those timelines."

**James Whelan – Development and Marketing Coordinator, The SIMS Foundation**

"I had the pleasure of working with Erick during my time at Mood Media. His wide range of musical knowledge, exceptional branding experience, and understanding of how to engage customers was apparent from the start. His positive and friendly attitude made him easy to work with. Since I've moved to the nonprofit sector, Erick has reached out on multiple occasions to help our organization's cause. He and his group's commitment in supporting the well-being of the Austin music community and happily giving back whenever possible, shows the true strength of Erick's character."

**Ryan Romana – Founder, Press Junkie, PR**

"Erick is an amazing person to work with. Not only on an artistic side, but also on a business side. He is well versed at how the music industry operates and knows how to leverage opportunities for success. I worked hand and hand with him and his team to strategize PR and promo goals and worked closely to achieve them. The teamwork helped land coverage in Billboard, Rolling Stone (MX), PRI The World and more. It's rare that I come across someone who balances the business and artistic side so well! I look forward to working with Erick more."