

NEWS



GoDIGITAL
MEDIA GROUP

Paola Colmenares
Guiding GDMG in LATAM

January - April 2019

VIDAPRIMO **cinq** contentbridge **AdSHARE**

Alignment of Mission, People, Processes, and Technology Part II

Jason Peterson
CEO & Chairman of GoDigital Media Group



We have a vision for a vibrant music industry without borders where every song ever made is available on demand to every person worldwide. Our mission is to inspire happiness by sharing creativity; bringing music from local markets to an international audience.

In the last newsletter I wrote about growth. As a part of growing to the next level we need to continually upgrade our people, processes and technology.

Our people are our most important asset. Without you nothing happens. At our management retreat we articulated that happiness is a core value and guiding tenet of our mission. As such, Paola invented the concept not of 'bosses' but of **'Happiness Managers'**. As managers, we want to continually foster an environment where the vision is clear and you are aligned and enabled to achieve success all while feeling good! **Aligned** means you buy into our vision, mission and your part in it. **Enabled** means you have the power and authority you need to succeed in your role. If you feel you are not aligned or enabled please bring this to the attention of your manager immediately. If they do not solve the issue please escalate it to me. We will be attentive.

This is an extremely exciting time so please enjoy the ride and feel good about rising to the occasion! ■

Heading Up The GDMG team in LATAM

Paola Colmenares
CEO GoDigital Media Group LATAM



Paola Colmenares is the first woman to become an urban genre label and digital monetizer CEO. An unstoppable entrepreneur with almost 20 years of experience in the entertainment business, known for her leadership and hard work. Go Digital Media Group LATAM CEO, recently assisted Premios Tu Musica Urbano's first edition at Puerto Rico to develop an extensive coverage of the event's most important red carpet moments and hottest interviews.

After three years of working on the GDMG LATAM office, Colmanares sees big challenges ahead in 2019 and 2020. It may change the future of the LATAM media group. Some of these challenges involve strengthening our brands as important enterprises in the music industry. Others involve acquiring new Latin content. There's also production of audiovisual materials, other Latin genres, growing our work team to produce awesome content, managing rights and royalty collection and embracing international outreach.

Colombia's office heads up every GDMG project. All musical content, production, video optimization in YouTube or other VidaPrimo platform is in our hands. Marketing and publicity are also handled by our incredible LATAM team. "Everything happens in the Latin American bureau and this factor gives our brand a differentiating element within the region and the offices we have all around the globe. Doubtless, the latin spirit and the hard work provides GDMG the perfect combination for a successful latin company."

Referring to Cinq Music, Colmanares knows that an infusion of new investment will come to the record label. Cinq is opening up to new clients in new territories and will continue to produce new assets. Cinq is expanding with relevant artists, creating featured songs, working with music producers to become an agent of change in the Latin music industry.

VidaPrimo, Cinq Music, ContentBridge, AdShare and the whole GoDigital

Media Group are walking down an important path. GDMG will continue to address new challenges and our LATAM team will play an essential role in dealing with them.

"Human capital, understanding and superior know-how will surely lead our company to become an important entertainment business in the world." ■



GoDigital Media Group Names Van Ursel CTO

Los Angeles -- **GoDigital Media Group** has named Manfred Van Ursel as Chief Technology Officer for the company. The announcement was made by Chairman/CEO Jason Peterson. Van Ursel will unify the operating technologies of all GDMG business units, which include **Cinq Music, VidaPrimo, ContentBridge** and **AdShare**. GoDigital Media Group is a media and technology company focused on intellectual property rights management and distribution

through its operating subsidiaries. It currently employs several hundred people in sixteen countries.

"Manfred is one of the most consistently brilliant people I've ever had the pleasure of working with," says Peterson. "He started as one of the first web developers in Belgium, became an integral part of the creation of content addressable storage and the first cloud-based storage

system while at FilePool (now EMC) and has led digital supply chain engineering for the largest studios in the world. We are incredibly excited to have him on the team."

Proprietary Excellence

Van Ursel is no stranger to GoDigital. He worked with ContentBridge as Chief Engineer, creating purpose built adaptations of proprietary software that allow major movie studios to digitally distribute their entertainment content (on any spec) worldwide. Later as GM, Van Ursel oversaw ContentBridge's encoding/delivery of Studio 100 TV's entire catalog to Proximus, the largest telecommunications company in Belgium, with specific versions optimized for television as well as the new Studio100 Go mobile application.

Fast, Automated and Accurate

For his part, Van Ursel says he feels perfectly suited for the job. "As CTO it's a multi-level battle. Make sure we're on top of all functions in the value chain. Our CFO (Hunter Paletsas) is driving ambitious initiatives that we continue to expand specifically around making sure we're spending our money in the right places. We'll do this with better algorithms and AI. GDMG is data driven, so analytics are paramount to us understanding what our users and customers want. Then it all comes down to delivery, getting our content out to as many channels and retailers as possible. More automation with more accuracy equals more confidence. Managing IP rights is not just about what we do right, but what we don't do wrong."

About GoDigital Media Group

GoDigital Media Group ("GDMG") is a diversified multinational holding company focused on technology enabled intellectual property rights management. Through its operating subsidiaries: Cinq Music, VidaPrimo, AdShare and ContentBridge its mission is to inspire happiness through sharing creativity worldwide. Its 'digital first' subsidiaries provide best-of-breed capabilities in IP acquisition, distribution, and collection marketing locally popular content to global audiences. GDMG content is streamed over five billion times per month. ■

CINQ MUSIC REISSUES T.I.'s 'KING'



T.I. is one of the biggest, most important rappers in the 2000 rap generation. After numerous top 10 singles on the Billboard's Hot 100, fourteen Grammy nominations, two Grammy Awards for Rap Performance and Rap Solo Performance in 2007, a Grammy Award for Best Rap Performance By a Duo or Group in 2009 and a complete iconic music catalog, the rapper released, just starting 2019, the first official vinyl reissue of 'King' along Cinq Music partnered with Vinyl Me Please, member of Record Of The Month club.

The vinyl is a deluxe edition with an exclusive stencil treatment. Half white, half black boxed, exquisite sounds and total greatness is the perfect description for this musical creation. The final volume of 'King' included 17 brilliant tracks with featuring songs including Pharrell, Common, Young Yeezy, Governor, P\$C, BG, DJ Drama, UKG, Young Buck, and the American rapper Young Dro in 'Undertaker' and 'Bankhear', two of the album tracks.

Cinq Music has experienced very positive growth, becoming one of the most impactful labels in both Latin America and the US. 2019 should reveal more challenges, surprises and great moments for the company. ■

Colmenares Participates In Fluvial, BAFIM and SIM Festivals

PAOLA COLMENARES

DIRECTORA LATAM GO DIGITAL MEDIA GROUP



29 NOV.
01 DIC.

FLUVIAL

VALDIVIA, CL

2-4 DIC.

BAFIM

BUENOS AIRES FERIA INTERNACIONAL DE MÚSICA

BUENOS AIRES, AR

5-9 DIC.

SIM

SEMANA INTERNACIONAL DE MÚSICA

SAO PAULO, BRA

VIDAPRIMO

cinq
MUSIC GROUP

contentbridge

AdSHARE

Recently Paola Colmenares, Go Digital Media Group CEO for LATAM, attended three of the most important music market events in Latin America. Paola represented the company at Fluvial in Chile, Bafim in Argentina and the SIM Festival in Brazil.

Valdivia, Chile is the epicenter of Fluvial Festival, an event where national and international guests discussed and exposed their vision about music agents, record labels, digital distribution and the music industry in general. Paola's participation as a panelist at two relevant conferences in Fluvial, had an outstanding recognition due to her deep knowledge over the industry. Colmenares had the privilege to present her ideas at both conferences, 'Latin American independent music condition in the US market' and "How To Profit Using Digital Tools To Export Your Artist." In addition, Paola also visited the Pulsar Fair 2018 in Santiago, the Capitalize Chilean.



Colmenares proceeded the tour towards Latin America, being invited to the international music fair. She participated as conference speaker in the forum "Breaking the Musical Ecosystem Geographic Barriers" along with Robert Singerman from LyricFind, HHfrom LyricFind; Joshua Olson, from Hillsong Music and Javier Fainzaig from ForoLatino. The conference focused on personal experiences related to musical contexts to apply strategies that affect businesses in a positive way.

Finally, Colmenares end the international tour with an amazing experience in San Paulo, attending the debate 'The future of digital distribution for independent artists' at the SIM (International Music Week) Festival, for

being the first woman to become a urban genre label and a digital monetizer CEO. Fluvial is one of the most important latin music events that gather relevant music companies, artists, producers, and managers. ■

How A Bass Note Became The Foundation For Three Music Genres

by Steve Fisher

Cinq Music has many Hip-Hop, Latin and Trap artists on its roster. I'm about to tell you a remarkable story, a tale of how a toy-like drum machine designed in the 80s became the base for all three music genres.

First off, I love Bass. The lowest part of the musical scale. The love and joy of all low-end lovers. Bass is defined as tones from 16-250 hertz. Deep. Low in pitch. Resonant, Powerful. Booming. At 16 hertz you feel it pound your ribs at a nightclub. At 250 hz you can hear and see it move your speaker magnets.

By definition, Bass is always low in pitch. It rounds out the sound of almost every music genre. Before electrification and amplification, bass tones were produced by huge wooden instruments. Then came the double bass and the bass drums, huge concoctive instruments that moved large amounts of air.

In The Floorboards

If air is the best music mixer, it's the floor where Bass resides. When Elvis performed in the fifties, big bands were quickly being supplanted by smaller musical groups featuring double-bass players. It would stay this way until 1957, when Leo Fender created and patented the first popular bass guitar. In addition to inventing the most iconic jazz bass in history, he paired it with an electric amplifier. Now three or four musicians could fill cavernous nightclubs with music previously produced via dozens of big band instruments. Ask people what their favorite Bass-driven songs are..... stop, hold it, I'll tell you. The best bass driven songs were created by Paul McCartney of the Beatles Not Linkin Park. Not Black Sabbath. Not Geddy Lee of Rush.

No, no, no. Think what a renegade McCartney was. The bass guitar of choice for young Paul was the diminutive electrified Hoffner. He used it on the song DRIVE MY CAR to kickstart **Rubber Soul**. No one, and I mean no one crushed it with more electrifying bass lines than McCartney.

BASS Becomes BASE

Music never stands still. Neither does Bass. With Jaco Pastorius reinventing bass lines, Carol Kaye smashing gender lines and James Jamerson crashing through racial lines, artists continued to push the boundaries of how Bass could be produced. Thumb slinging, roundwound strings, bi-amping, typewriter tapping, pedal-pushing, pick and flanging. Jack Bruce, Charles Mingus, Vic Wooten, Verdine White and FLEA. All badasses. But they would soon have to share their bottom end with the rest of the music world.

SYNTH THIS

Now tones are just audio signals converted to sound. The rise of electronic synthesizers in the 70s gave Bass lovers a thousand new ways to generate low notes. With a synth, any sound could be sampled and assigned a key on the keyboard. It wasn't long before music composers were sampling their own Bass tones. Moog, Roland and Linn became defacto standards. In recording studios, Yamaha DX7s replaced grand pianos. In the 80s, The MIDI (Musical Instrument Digital Interface) changed everything. "Real" instruments could now "talk" to your synthesizer. Artists took full control of the bottom end. Bass synths were developed to simulate electric or double Bass sounds, then distorted into buzz saw like vibes. So much fun. Additionally, synth technology was used to create "drum machines."

Continued >>

Trap Style and the Roland TR-808

The Roland TR-808 was not taken seriously when it first appeared in the early 80s. Electronic music was not yet main-stream, so there was little use for this simple sub \$1,200 drum sampler. Invented by genius Japanese engineer Ikutaro Kakehashi, what the 808 did have was low cost, programmability and an ominous, deep bass note. Once a sales flop, in the 80s and 90s the 808 attracted a cult following among underground musicians. Hip-Hop, (especially Southern Hip Hop, the birthplace of Trap) adopted the machine as a cornerstone of the genre. Listen to Run-DMC, Beastie boys or LL Cool J recordings. Yes, the Roland TR-808 are all over the tracks. The 808 has now been used on more hit songs than any other drum machine. A used box now sells for \$4,000 on Reverb.

HIP and HYPNOTIC

When hip-hop artists in the Southern United States wanted a signature sound, they looked no further than to the deep Bass synthesized by the Roland. Boomy bass with lots and lots of low end. The sound was urban to a fault; gritty, bleak, perfect for propelling lyrics proclaiming hardship, poverty and violence that make up modern city life. Today, Trap Music is popular everywhere, with elements of its music making its way into the mainstream. Cinq clients like T.I. were at ground zero for all of this. So next time you're listening to Latin, Hip-Hop or Trap, think about how Bass became the Base for all you hear and enjoy. ■



No more bosses, 'Happiness Managers' are the future leaders



Paola Colmenares
CEO GoDigital Media Group LATAM

“In the digital business world, differences are made by human capital. The differential factor of a successful enterprise from other who isn't are the people that compose it, the human capital; anything else may be purchased, learnt or copied”.

We do not want bosses in **Latin America**, we are looking for **Happiness Managers**. Happiness Managers are empathic people who fully know their team characteristics, and who will be the leaders of our company in the future. There is no space for “Exigent bosses” who don't exactly know the job their collaborators do, but who demand results with impossible deadlines.

In Latin America, we believe the productive indexes of companies are determined by the employees feelings and satisfaction in the company, where doubtless factors such as recognition and the leadership relationship have an important impact. In this context, it is necessary that organizations that are looking for sustainable benefits in the long term (like us) enhance the figure of the new type of leader, called 'Happiness Managers'. Every organization is made up of employees, “flesh and blood people,” who should be in the center of the strategies if we want to create sustainable added value through time.

We want to promote the figure of 'Happiness Managers' who are more empathetic and who have better relationships (in the most valuable assets of our enterprise), which will be beneficial for the whole organization, as they will increase the development and competitiveness of the whole company.

Which are the characteristics every person should develop to become a good 'happiness manager'?

- ◆ 'Happiness Managers' recognize: It should be a person who recognizes each of the contributions that their collaborators do. This generates confidence and promotes proactivity in employees, making everyone look towards the same goals of the corporation.

- ◆ Knowing their workers: Happiness Managers demand their selves to know their employees, not only basic information as their names but also their background, principles, abilities and flaws, what motivates them and their life experiences. This facilitates work division and teamwork, creating teams and not working groups.

- ◆ They communicate: The 'Happiness Managers' interact based on sincere dialogues. Under this context, they give relevant information, a key element in uncertainty moments, leaving behind insecurities and speculations of their collaborators. In addition, they have horizontal politics that provide contingent information on time while they are precise with their requests.

- ◆ They are resolute: They are capable of looking for solutions, but through a near and more empathic personal contact. Generally, they are more tolerant leaders or at least they see more opportunities for improvement.

- ◆ They are more flexible: They trust more their employees, calling them to work towards targets not parameters like an established schedule. Considering this, they are more flexible in terms of schedules, working methods, promoting innovation.

- ◆ They also enjoy their work: A good leader is a person who enjoys their work, providing energy to their team. ■



Natti Natasha presents her debut album 'ilumiNATTI'

Natti Natasha's new album dropped February 15 on all digital platforms.

Natti Natasha, one of the most influential stars of latin music, poured her heart out in 'ilumiNATTI', a long-playing record about empowerment, a woman's near perspective about sex, heartbreaks, love, and everything that happens to female gender. The first album presented by the vocalist designated as the Most-Watched Female Artist on YouTube was produced under Pina Records support, while the official videos of songs such as 'Obsesión', 'Te Lo Dije', 'Me Gusta' and 'Pa' Mala Yo', were released along Vidaprimo.

Natti Natasha, known as 'La dura de las duras', released 17 tracks that intend to build a special connection with her fans, with songs that combine lyrics about self-love and independence with a variety of rhythms and musical influences. Two of these tracks are major collaborations, 'Te Lo Dije' along the brazilian bomb Anitta and 'Soy Mia', a bachata with Kany Garcia's amazing voice.

Recently, 'Pa' Mala Yo', one of the latests singles released by the dominican artist, whose music video has over 43 million views, had the privilege of being at the cover of the important Apple Music playlist "Dale Play," becoming the first single woman to achieve it. In addition, the track debuted in the top 5 most sold songs in Latin iTunes in United Kingdom. **Natti Natasha**, who was also the most nominated artist in Premios Lo Nuestro 2019, won 4 awards during the ceremony.

Top positions in Billboard, over a thousand million views in YouTube platform and more than eleven million followers in social networks, prove the 'Queen of reggaeton' is unstoppable. Doubtless, 'La dura de las duras' is a latin icon. Urban music is taking over the world and **Natti Natasha** is one of the wonderful voices of this era. ■

ilumi **NATTI**
NATASHA

VidaPrimo launches Ñengo Flow's [uncensored] interview at Rewind



VidaPrimo, the #1 Latin music video network, launched last November its original cable television program in the US and Latin America via MaxMedia's Antiestres Channel. This month, this wonderful alliance holds a big surprise for the audience: an uncensored interview at Rewind show with Ñengo Flow, one of reggaeton pioneers and top urban genre exponent to date, a conversation with the artist where he shares his most precious and intimate secrets with all his fans.

The complete interview with the star was transmitted every Friday starting February 22 for one month. The Rewind

space will be exposing exclusive content through four intriguing chapters, the most private facts about the 'Real G For Life', childhood moments and intimate experiences never revealed, everything the fans die to know about their favorite artist, over and behind the music show.

This conversation with Ñengo Flow is only a taste of what's to come, the best appetizer of the unbelievable guests that will sit down with Rewind to exclusively reveal unknown details about their lives and expose their deepest secrets. Stay tuned. ■

Cinq Music Takes Anuel AA + Haze Into YouTube View Stratosphere



'Amanece' Single Garneres One Quarter Billion Views in 90 Days

Los Angeles -- Indie distributor, label and publisher **Cinq Music** has partnered with Anuel AA + Haze for the release of their hit single 'Amanece' for the Puerto Rican rapper, garnering in excess of one quarter billion views in ninety days on YouTube. The high viewership is the result of the recording artist and producer's storytelling talent and Cinq's prowess leveraging various social media outlets to maximize distribution of a Latin trap song. Anuel AA has collaborated with many notable Latin artists, include Nicky Jam, Cosculluela, Bad Bunny and J Balvin.

Around The World in Ninety Days

The single 'Amanece' was released December 13 on YouTube, Spotify, Soundcloud and other music outlets. In the song, Anuel AA tries to convince an ex that she's better off with him than her new lover. His words wax poetic, sounding more like a man who knows he doesn't stand a chance of getting her back. The ambiguity of the song touches upon a universal theme quantifying what a relationship means after it ends.

The Cinq Touch

According to Cinq Director of Marketing Jeremy Da, the campaign is intensely data driven. "In a nutshell, we've been running a global campaign, leveraging our data from various services and platforms, focusing in on places that make the most sense," he says. "SoundCloud sent out a push notification to all their Latin users, which is a top notch marketing action. We're also running radio campaigns in Spain, Italy, Puerto Rico and the US."

About Cinq:

Cinq Music is a technology driven distributor, record label and rights management company. Cinq's repertoire has won four Grammy awards, dozens of Gold and Platinum RIAA certifications, numerous number one chart positions on the Latin Urban and Tropical Billboard charts and was nominated for Latin Rhythm Label of The Year at the 2016 Latin Billboards. <http://www.cinqmusic.com>. Cinq Music is a GoDigital Media Group company <http://www.godigitalmg.com>. ■

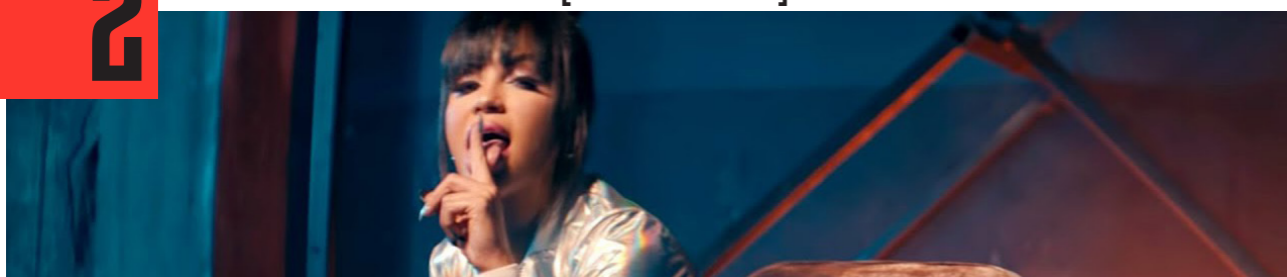
Top 10

VIDAPRIMO

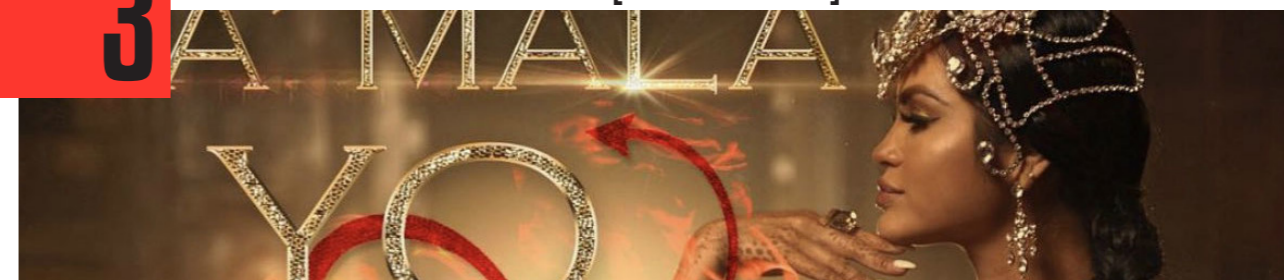
1 ANUEL AA + HAZE - AMANECE [OFFICIAL VIDEO]



2 NATTI NATASHA - ME GUSTA [OFFICIAL VIDEO]



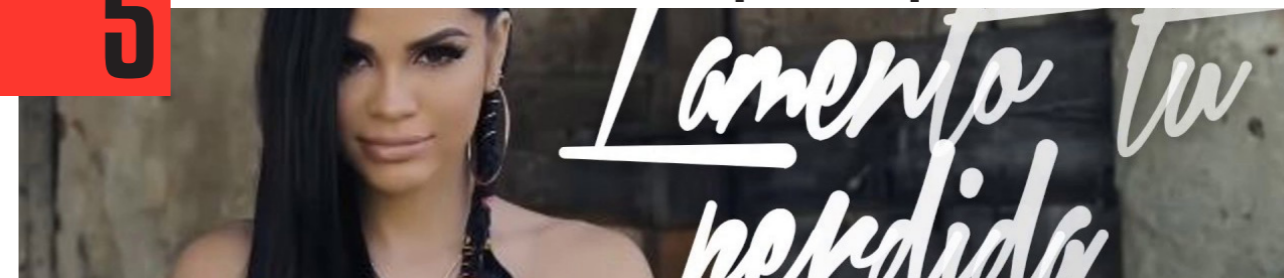
3 NATTI NATASHA - PA' MALA YO [OFFICIAL VIDEO]



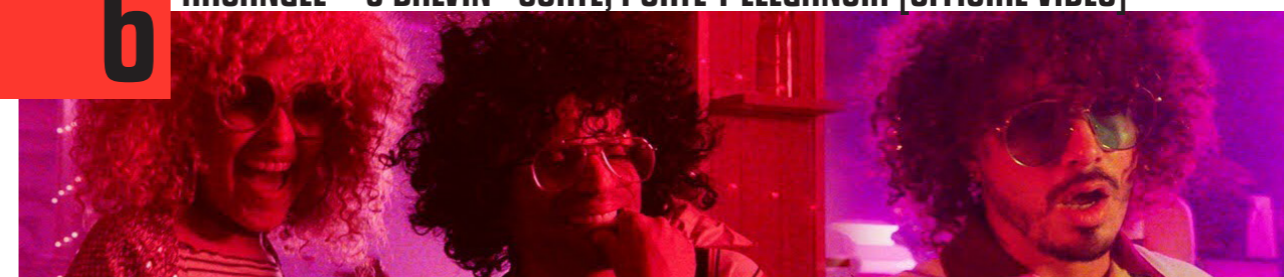
4 NATTI NATASHA - LA MEJOR VERSIÓN DE MI [OFFICIAL VIDEO]



5 NATTI NATASHA - LAMENTO TU PÉRDIDA [LYRIC VIDEO]



6 ARCANGEL + J BALVIN - CORTE, PORTE Y ELEGANCIA [OFFICIAL VIDEO]

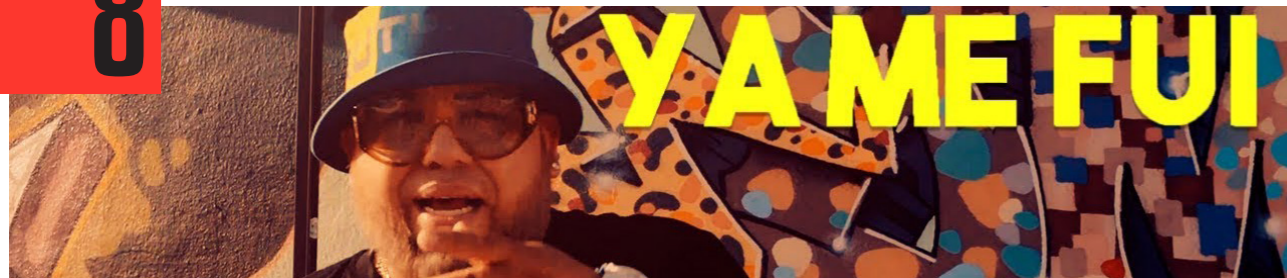


GDMG New Talents

7 ANDY RIVERA - WEPAJE [OFFICIAL VIDEO]



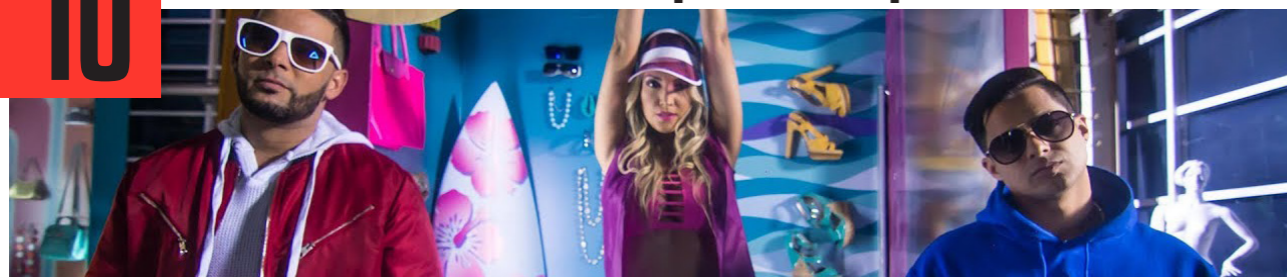
8 ÑEJO - YA ME FUI [OFFICIAL VIDEO]



9 MIENTEME REMIX [OFFICIAL VIDEO] - SOUSA FT. CAZZU, RAUW ALEJANDRO, ALVARO DIAZ & LYANNO



10 RKM & KEN-Y - NO RECICLO AMORES [OFFICIAL VIDEO]



ANYELO MORALES - VIDEOGRAPHER

Videographer with degree in audiovisual media with experience in TV and videos. Creating, producing, directing and editing visual contents.

Create, develop content y polish like a jewel is always a joy. I am happy of being part of this team what cuts and polish this in-rough diamond named Vidaprimo



MARGARITA ROMERO - PRESS & PR

Social communicator of the Pontificia Universidad Javeriana with emphasis on the Organizational area. I have complementary studies in topics of fashion communication, marketing, event production and brand creation. High level of English and intermediate French and work experience in public relations, marketing and fashion communication. Dynamic, creative and proactive, with the ability to work under pressure, with interpersonal skills for teamwork, committed and focused on results.



MIGUEL AVELLANEDA - MARKETING ASSISTANT

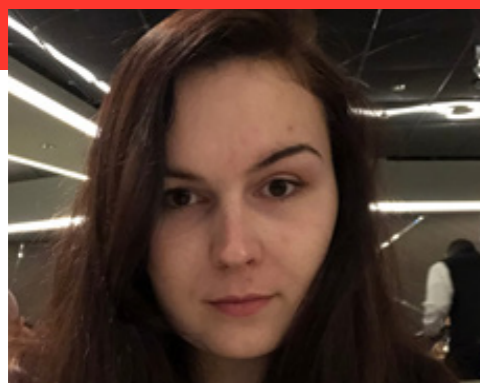
I am Miguel David Avellaneda Mendoza, DJ, Digital Marketing specialist, Graphic Designer and Audiovisual Media Technologist. I have 9 years DJ and music curator experience. I do graphics and audiovisual projects around the music and culture industry, like, EPKs for local artist, concerts flyers, as well as, the creation of digital content and strategies for my brand as a DJ mixtermiguelo. I consider to me a Music Lover in continue learning, always searching new sounds and rescuing the past ones; I enjoy biking through the city and consider myself a professional Shazamer.



ISABEL MOSQUERA - GRAPHIC DESIGNER / VIDAPRIMO

I'm a Visual Artist, two of my great passions are art as a means of social transformation and typographic design as a means of expression.

For for music, I like everything in the jukebox.



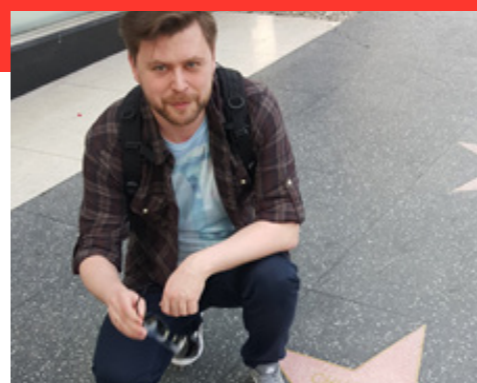
**ALENA KOVALCHUK
ACCOUNTING & ROYALTY ANALYST / ADSHARE**

Music lover, math, foreign language new and travel addict. I have a strong interest in Data Science and Data Mining. Graduated 3 years ago with a MS in Economics from BSU, also studied in Germany at Leipzig University. I really enjoy working at Cinq Music Group as an Accounting and Royalty Analyst. It is always changing – always evolving – and I get front row seats watching the process of a simple idea grow into a multinational and multicultural business. Every day is different and it is a constant adventure. I love my job!



KATSIARYNA LUCHANKOVA - JUNIOR QA ENGINEER

I've been working in belarusian department as junior QA engineer since August 2018. My main responsibility in the company is searching for software bugs and weaknesses to make the product better and more convenient for our users. I really appreciate my work in GDMG for meeting with great people, big diversity of interesting, perspective projects and excellent opportunities for professional development. In free time I like to travel and discover new countries, its people, history, culture, attractions and local cuisine. My favorite ones are Greece and Italy. Besides that, I like sport activities, books and music.



**ALEXEY PRAKOPYEU
TEAM LEAD & BACKEND ENGINEER / CONTENT BRIDGE**

Well, I was born, I grew up, I graduated from school and university. Had some very different jobs and experience in different industries. However, the most was in IT. I think this experience have developed very specific ability to see and understand life from different points of view. I really like to take the problem, find a couple of ways to solve it and choose one. Sometimes these ways look strange but they work. This what I like the most – finding the new way, more effective one. Sometimes it requires you to synthesize a new approach using other fields of knowledge. I like to dig into different fields of knowledge for this. I am interested in music, literature, languages, math, chemistry, psychology, arts, physics, cooking, gaming, sports, architecture, computing, electronics, gardening, management... I hope this quest will have no end. I do enjoy applying my knowledge to solve problems that arise every day in the company and this makes me feel good. The differences, the nuances that I get about problems make me more accurate and wiser. I do appreciate the support I feel from the company, it makes me feel comfortable and secure and makes me focus on work even more.

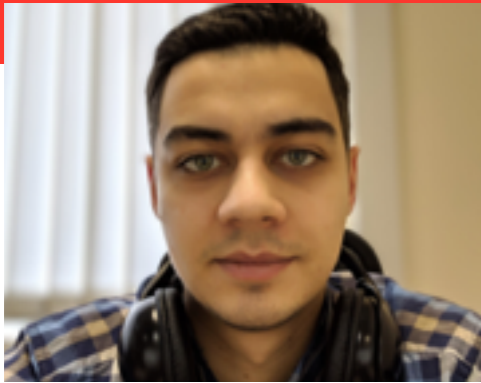


TATSIANA MOROZOVA - YOUTUBE ANALYST

I work as a YT analyst. My main goal is to help our customers protect their intellectual property. I like my work, because this profession allows me to keep abreast of the latest music news.

Our company gives me the opportunity to become more efficient in my profession, because I have the possibility to communicate with our professional team every day.

In free time I enjoy meeting my friends, listening to music, reading books and much more. I believe that GDMG will continue growing and progressing, and I will develop myself together with our company.



ARTHUR DARHUZHYS - DEVELOPER

One of the developers of CloudControl.

I have been working in this company for 3 years now. I'm getting excellent experience. I'm a person who develops new features fix bugs and support the project. I like history, science, music, my job, and good food.

Continuous studying is one of an important point for me.

I'm a nerd. I strive to study at least one hour per day. If it does not happen I'll get sad.



SEBASTIAN REGINO - A&R

My name is Sebastián Regino Casas, I'm from Medellín, Colombia and I am 37 years old. I love music since I was a little boy, I'm a musician, I sing in a punk rock band since 1997 to today and I have 5 studio albums. The name of the band is Johnie All Stars. I began working with the underground music scene promoting events and helping emerge bands, then I became a radio host in one of the biggest radio station of my city simultaneously I was doing a Music TV show showing all the alternative talent in the world. Years later I began to work with a guy named Juan Parra and together we started a journey to develop the music carrer of the reggaeton artist called Maluma and we did a great job then we began to work with artists like Reykon, Andy Rivera, Paula Arenas and more. Later I began working with Cultura Profética, one the most important reggae bands in Latin America doing all the digital marketing strategies having excellent results. I worked with the company One RPM for six months but I always wanted to work in Cinq/VidaPrimo and now I'm very excited because my dream now it's a reality.



MARÍA FERNANDA ENCISO GRAPHIC DESIGNER / VIDAPRIMO

I am María Fernanda, a passionate woman about art. My favorite hobbies are painting, drawing and illustrating, in which I like to express my sensitivity towards nature. I'm a Graphic Designer with the ability to conceptualize and generate assertive and functional visual communication.



ORIANA FONTALVO - LATAM DIRECTION ASSISTANT

Lawyer. Very interested in Intellectual Propierty and Creative Industries. Before working in GDMG, I worked at the Colombia's Office of Copyright. I love music, comic books and gastronomic adventures.