



POPULAR MUSIC

19785 W. 12 MILE ROAD • SUITE 121 • SOUTHFIELD MI 48076

734 604-9458 OFFICE 313 344-7425 FAX

WWW.POPMUSICLIVE.NET • INFO@POPMUSICLIVE.NET

BIOGRAPHY

MICHAEL RAND has been in working in the music industry for 25 years. As the Co-Owner of the boutique booking agency ATI, (Ashley Talent International Inc) Michael is fortunate to exclusively represent some of music's most monumental stars. He is also the co-ounder, producer, creator of the six year running, nation wide arena / shed touring series package "ROCK NEVER STOPS TOUR," as well as the tour package "NEW WORLD DISORDER TOUR" and several other successful tour packages.

He started in his hometown of Detroit managing his friends in the hit band RHYTHM CORPS (Epic Records). The band was a key player in the early, vibrant alternative Detroit music scene of the 1980s. Their career highlights included, several years of back to back sell outs of Detroit's St. Andrews Hall (while they were unsigned), the Billboard Top Ten hit single "Common Ground," Top Ten spins on MTV, and a 55 city arena tour with PAT BENATAR. Michael managed the careers of RHYTHM CORPS (Epic), KID ROCK (Lava/Atlantic), THE ATOMIC FIREBALLS (Lava/Atlantic), BLUE OCTOBER (Universal Music Group) and several others.

In 2004 ATI and Paradise Artists Inc. merged to create a booking agency that exclusively represented ninety-five (95) national Artists and offices in California, NYC and Ann Arbor, Michigan. Paradise's combined yearly concert bookings exceeded \$35,000,000.00 (Thirty-Five Million Dollars) per year. Michael was a Senior Partner with the Motor City division . The agency exclusively represented music legends like QUEEN, JOAN JETT AND THE BLACKHEARTS, BAD COMPANY, "WIRED AL YANKOVIC," BLUE OYSTER CULT, PAUL RODGERS, WARRANT, RATT, ERIC BURDON AND THE ANIMALS, THE SUPREMES, THE TEMPTATIONS, FOGHAT, GIN BLOSSOMS, VINCE NEIL OF MOTLEY CRUE, to name a few.

As a Responsible Booking Agent Michael has represented or currently represents SPONGE, GIN BLOSSOMS, VANILLA ICE, SEVEN MARY THREE, SOPHIE B. HAWKINS, BLUE OCTOBER, TAPROOT, DAYS OF THE NEW, THE KNACK, SPIN DOCTORS, PRESIDENTS OF THE UNITED STATES OF AMERICA, IAN HUNTER OF MOTT THE HOOPLE, ADEMA, TANTRIC, CRUD, KILL DEVIL HILL (featuring members of PANTERA and VINNIE APPICE of DIO - BLACK SABBATH), (HANSEL UND GRETYL, SISTER MACHINE GUN, and many more.

He has booked thousands of concerts, with Artists performing in every state in the U.S. and through-out the world. From a young promoter's first show in a 75 seat club, to College and University concerts, including thousand of nationwide shows with all major Promoters, Casino, Performing Arts Centers, Festival / Arena Talent Buyers including LIVE NATION and AEG. Working on nation-wide tours for Artist's such as QUEEN with PAUL RODGERS, TED NUGENT, WHITE SNAKE, VINCE NEIL OF MOTLEY CRUE, CINDERELLA, ADEMA, NASHVILLE PUSSY, QUIET RIOT, MICHAEL SCHENKER, WARRANT, PRONG, RATT, QUIET RIOT, GREEN JELLY, GRAVITY KILLS, SPONGE, SLAUGHTER, JACKYL, WASP, FIREHOUSE, UFO, LA GUNS and many, many, more.

On one of his first tours with the Top 10 College Radio band SISTER MACHINE GUN and GRAVITY KILLS (TVT) Rand said: *"the band came to me and said they wanted NO days off, at first I thought they kidding, but they were serious, so I booked them 25 shows in a row, then one day off, then 18 shows in a row, then 28 in a row, finally the band "cried uncle" and we did a 6 shows a week."* The tour was an amazing nearly continuous 357 shows in 17 months with multiple "coast to coast" treks in both USA and Canada.

Michael Rand is a specialist in Artist Development. He single handedly developed the careers of several Artists from unknown obscurity to successful major label signings. Typically securing significant recording and publishing contracts with upfront six or seven figure contracts. Those long, intense Artists development campaigns resulted in Millions of dollars invested in clients, band's careers. His unique ability to efficiently guide his Artist's in all aspects: music, performance, publicity, image, art, marketing, social media, and touring has resulted in his clients being signed directly by the Presidents and CEOs of major record labels / major music groups and publishing companies. Including UNIVERSAL MUSIC, MOTOWN RECORDS, SONY MUSIC, ATLANTIC RECORDS, LAVA, EMI, and WARNER BROTHERS for undiscovered and bands like BLUE OCTOBER, SISTER SOLEIL, and THE ATOMIC FIREBALLS and others.

Michael has spent his life working as an Artist advocate, placing then unknown Artists like EMINEM and INSANE CLOWN POSSE on some of their first support appearances and too many more to mention.

On the KID ROCK signing Michael recalls, *"In early 1998 Jason Flom the Chairman and CEO of Atlantic Records, Virgin Records, and the Capitol Music Group, Lava Records met me in Kalamazoo, Michigan to sign my client, the Detroit swing act, THE ATOMIC FIREBALLS. We were sitting in a gross, absolutely filthy dressing room on a beer stained back seat of 76' Impala on cinder blocks substituting as a couch"*.

It was a great night, I had spent years developing the Artists and here was the man who signed, built the careers of TWISTED SISTER, SAIGON KICK, SKID ROW, WHITE LION, STONE TEMPLE PILOTS, TORI AMOS, JEWEL, HOOTIE & THE BLOWFISH, COLLECTIVE SOUL, MATCHBOX 20, THE CORRS, then later, UNCLE KRACKER, SIMPLE PLAN, VANESSA L. WILLIAMS, EDWIN MCCAIN, SUGAR RAY TRANS-SIBERIAN ORCHESTRA, LORDE, JESSIE J, and the BLACK VEIL BRIDES.

After committing to signing the THE ATOMIC FIREBALLS for "six figures, with the publishing deal just under seven figures" Jason Flom asked: "so is their anyone else in Detroit I should sign?" Rand said: "There is only One. A young guy named Bob Ritchie goes by the name KID ROCK."

Flom exclaimed: "Mike you know I do not do Rap!" (Keep in mind at that time in the 90's the only commercials Rap acts were pretty hardcore like NWA, and PUBLIC ENEMY. I guess Jason was not to hip on the baggy pants, underwear showing scene), **Rand said: "Hang on, it is this new thing we call it 'Rap and Roll' , you will like it, let me go get the demos in my car".**

Months later Jason Flom's drive, genius, and commitment to KID ROCK resulted one music history's most successful careers. That first album sold 13 Million CDs then continued with

Bob's career sales of over 35 Million CDs. Do the math at \$12.00 a CD. Jason wound up with both acts all because of Rand's years of 16 hour work days and that meeting on "the back seat of a 76' Impala on cinder blocks".

Thinking back Rand said: "The Artists I pushed up the ladder, past the A&R people, past the Vice Presidents, even past the Presidents, all the way to the top decision makers of the CEOs at these giant global Music Groups was especially exhilarating:"

"Seeing the guy Doug Morris CEO Universal Music Group, (who was responsible for 52% of all CDs sold world-wide), sitting crossed legged on the floor with the singer of BLUE OCTOBER playing matching acoustic guitars was a moment. Just like KID ROCK's deal, it was only a matter of time these acts would become super stars, especially having guys like Mr. Morris, or Jason Flom in their lives."

At another Doug Morris (UMG) Artists signing Rand mentions: "one image forever burned on my mind, was as I was leaving Doug's penthouse office, he stopped me in the hallway and poked my chest repeatedly all the while saying: **'remember nothing else matters but the song', 'nothing else matters but the song',**

Doug says; **'repeat after me Mike'** in unison we said: **'nothing else matters but the song.'** He was right.

Mike's feelings are: "Finding success for my Artists came from three places: my Mother Diana playing me STEVIE WONDER records constantly my entire childhood. My father, Donald Rand, teaching me to have compassion for others, along with the art of negotiation. Most of all Mom's wonderful constant encouragement that I could do anything, not matter how hard or ambitious. She made me believe it. Even difficult tasks like building Rock Stars from scratch."

###

Concert Tours Booked - Produced - Developed
by Michael Rand and his Associates.

1996 - 1997 357 Concerts in 17 Months
SISTER MACHINE GUN - GRAVITY KILLS - USA and Canada

1998 - 38 Concerts "Rock Never Stops Tour" - Produced
WARRANT, QUIET RIOT, SLAUGHTER, FIREHOUSE, LA GUNS

1999 - 40 Concerts "Rock Never Stops Tour" - Produced
TED NUGENT, NIGHT RANGER, QUIET RIOT, SLAUGHTER

1999 / 2001 - 351 Concerts
BLUE OCTOBER (portion as an unsigned artists)

2000 - 18 Concerts "Texas Death Trip Tour"
SPONGE, BOWLING FOR SOUP, BLUE OCTOBER

2001 – 22 Concerts - “The Reboot Tour”
MARK FARNER, EDGAR WINTER, URIAH HEEP

2001 - 35 Concerts “Voices of Metal Tour”
VINCE NEIL, RATT, SLAUGHTER, VIXEN

2002 - 35 Concerts “New World Disorder Tour”
GIN BLOSSOMS, SPIN DOCTORS, SEVEN MARY THREE, SPONGE

2002 - 40 Concerts “Rock Never Stops Tour” - Produced
TESLA, VINCE NEIL, JACKYL, SKID ROW

2003 – 40 Concerts “Rock Never Stops Tour” - Produced
WHITESNAKE, WARRANT, SLAUGHTER, KIP WINGER

2003 – 40 Concerts - “Rock Never Stops Tour” - Produced
WHITESNAKE, WARRANT, SLAUGHTER, KIP WINGER

2004 - 35 Concerts - “Rock Never Stops Tour”-Produced
VINCE NEIL, RATT, SLAUGHTER

2006 - 67 Concerts - “Rock Never Stops Tour” - Produced
CINDERELLA, RATT, QUIET RIOT, FIREHOUSE

2010 - 66 shows - “Parental Advisory Tour” - Produced
NASHVILLE PUSSY, GREEN JELLY, PSYHOSTICK

2011 - 2012 167 Concerts
KILL DEVIL HILL (members of PANTERA and DIO, BLACK SABBATH, touring, OZZY OSBOURNE touring band) - USA and Canada

2013 - SPONGE 31 Concerts
SPONGE placed on SUMMERLAND TOUR with EVERCLEAR, LIVE and FILTER

2016 - SPONGE 35 Concerts
SPONGE placed on SUMMERLAND TOUR SUGAR RAY, EVERCLEAR, and LIT

2017 - Summer Arena / Festival Multi-Band Tour Package TBA.

PRESS

SPONGE & Michael Rand: Pollstar Article: http://www.pollstar.com/news_article.aspx?ID=806116

ABC News: <http://abcnews.go.com/Entertainment/story?id=114540&page=1>

Revolt Article: http://broom02.revolvy.com/main/index.php?s=Sister%20Soleil&item_type=topic

Prezi <https://prezi.com/bqv-9x4hj5ef/blue-october/>

Royal Music: <http://cindyroyal.com/Blue%20October%20story.pdf>

Billboard Article: New World Disorder Tour: <https://books.google.com/books?id=9QsEAAAAMBAJ&lpg=PA16&ots=EEwWBFSIa4&dq=new%20world%20disorder%20tour%20gin%20blossoms&pg=PA16#v=onepage&q=new%20world%20disorder%20tour%20gin%20blossoms&f=true>

Billboard Article: Rock Never Stops Tour: <https://books.google.com/books?id=oxQEAAAAMBAJ&pg=PA14&dq=billboard+rock+never+stops&hl=en&sa=X&ei=qpE9VaruB5LBgwS0iYHYBQ&ved=0CCAQuwUwAA#v=onepage&q=billboard%20rock%20never%20stops&f=false>

Blue October Boston: <https://www.boston.com/event/blue-october-403419>

Blue October Hour Detroit: <http://www.hourdetroit.com/Hour-Detroit/October-2012/Arts-Entertainment/?cparticle=7&siarticle=6>
Prowler: <http://mcmillan.ops.org/prowler/REVIEWS/tabid/395/articleType/ArticleView/articleId/205/The-band-of-America.aspx>

Review Mag: <https://review-mag.com/archive/490-499/494/Nkidrock.htm>

The Atomic Fireball: <https://www.panjury.com/trials/The-Atomic-Fireballs>

Jason Flow, Michael Rand: https://en.wikipedia.org/wiki/The_Atomic_Fireballs

Kent State University - Course Textbook: "Adolescents and Their Music: If It's Too Loud, You're Too Old" :https://books.google.com/books?id=YEX7CwAAQBAJ&pg=PR11&lpg=PR11&dq=rhythm+corps+michael+rand&source=bl&ots=nLiDbD_F2t&sig=W4Pt2JD7MdoxNOEYdPV4-1KQIHs&hl=en&sa=X&ved=0ahUKEwi8pNaup_TOAhWBKyYKHT_uBDgQ6AEILDAD#v=onepage&q=rhythm%20corps%20michael%20rand&f=false

Publicity: Dana Forrester - Aural Pleasure Music - dana@auralpleasuremusic.com