

## **DJ Brian B Bio**

*“My days and nights now consist of traveling, dj’ing and studio work. It’s a crazy thing...one night I’ll be in San Diego, CA rockin’ a huge private event where everyone is partying and dancing like crazy, the next night I’ll be back home in my New York City apartment, laptop in front of me, listening to new promo music or working on an edit for a track or a new mix-set. Then the next morning I’m on a flight at 6AM (where I can catch up on my sleep) as I’m headed to Destin, FL for another show. I have a well-rounded experience every week.”*

While his age proves he’s still a young man, DJ Brian B is an industry veteran having recently passed the 15-year mark. A Southern California native from Orange County, DJ Brian B got his start DJ’ing after performing in local cover bands as a vocalist/keyboardist straight out of high school. A local bar owner gave him an opportunity to DJ their first foray into the nightclub scene and DJ Brian B seized the moment. His Saturday night dance party became so popular that the bar moved their stable Friday night programming to Thursdays and made the open format dance parties a Friday/Saturday night weekend event. Other clubs in the area started booking DJ Brian B and he eventually had to hire and train 2-3 DJs to fill the demand.

Pioneer Electronics (DJ Equipment manufacturer) took notice and DJ Brian B began demonstrating all their Pro Audio products at various tradeshows and private showcases. This eventually caught the eye of Hollywood and soon DJ Brian B started mixing celebrity private bashes. The list of high-profile clients include Elton John, P Diddy, Snoop Dogg, Gwyneth Paltrow, Tony Hawk, Jim Carrey, ESPN X Games, and the Dr. Phil Show to name a few.

He moved to Florida in 2006 and there began to travel across the country to DJ big nightclubs in Las Vegas, Miami, New York and even produced his own live syndicated mix-shows on the radio. Eventually however, “private events” is where he found his niche and a passion for them was born. From corporate parties, to fashion shows, to bar mitzvahs to weddings, Brian took his mixing skill-set and delivered party experiences unlike any other. “There’s something about private events that make it more personal for me”, he says. “Usually, they are a once-in-a-lifetime party (wedding reception) and I get an opportunity to be a part of something they will remember forever. That gives what I do purpose and goes beyond just mixing music.”

Speaking of music, DJ Brian B has always been a multi-genre DJ. Whereas, a lot of DJs stick to one or two formats, he’s never been that type of DJ. Ever since he started, DJ Brian B has always played all types of music. It stems from growing up in a musical household where Earth Wind & Fire, James Brown, Depeche Mode and Madonna records were always heard through their home stereo system.

*“The ‘what is your DJ style’ or ‘what kind of DJ are you’ questions come often and my answer is always, ‘I’m a DJ.’ I go for whatever vibe the client is looking for and I feel out the room and work quickly to get them where they need to be. I’ve always been an open format type of DJ where I can bounce around between retro classics, pop hits, hip hop, rock, reggae, house to whatever moves the crowd. To me, that’s a DJ. Give me a list of music and I’ll figure out how to mix them all, no matter the genre.”*

So what are his secrets? To him, being a great DJ is all about reading a crowd. It’s a talent that comes over time and not something that downloading the iTunes top 25 singles will give you. He has done so many kinds of things as a DJ that his sets always have something for anybody and everybody. He’s also big about interacting with his crowd. As he puts it, “I love taking my audience on this musical journey of ‘highs and lows’ within the music, where you see them literally joining you during the drum rolls and swaying with the digital sweeping effects until you get to that climax of music and they are right there with you the whole time! It’s something that never gets old no matter how many times you see it happen.”

Present day, DJ Brian B resides in New York, NY and is being booked and performing for every event imaginable all over the United States. He continues to keep his finger on the pulse of the latest musical trends – creating his own custom mixes, DJ’ing both private and public events, and now offering production services. With an infectious laugh and a zest for life (and not a lot of sleep while jet-setting around the country), DJ Brian B is a favorite with everyone from party goers to event planners to club owners.

It may sound cliché, but he truly sees music as the universal language that brings people together. While his posted online mixes give you a glimpse of his talent, it’s his live performances that separate him from the rest. He’s a live performer, first and foremost, and will be rockin’ crowds till the day he dies.

*“The biggest compliment I tend to get over and over again is a person coming up to me at the end of an event saying, ‘I’ve never been to a party as good as this where you played literally every style of music without losing anyone. I don’t even dance and you had me dancing.’”*