



GRAiNEY PICTURES

AMAECHE UZOIGWE

Head of Digital & Branded Content

Amaechi is a New York based executive with 20 years experience in entertainment and digital media whose expertise lies at the cross section of content, technology, marketing and advocacy. A highly creative and innovative entrepreneur, he recently co-produced the interactive guest experience for *Hello, Again*, a groundbreaking event & concert created by musician Beck and director Chris Milk for Lincoln. Amaechi also produced the North American tour for *Run the Jewels*, a collaboration between iconic artist, El-P, and Grammy-winning rapper, Killer Mike. Amaechi secured sponsorship & oversaw all brand integration for partners Adult Swim, MySpace, Goose Island Beer, and others.

As Head of Content & Business Development for *Official.fm*, Amaechi worked with clients including Sony Music, Eminem/Shady Records, XL, Mac Miller, Red Bull, M83, and Justice, overseeing the design and launch of the company's customized ad revenue platform for bands & brands. As co-founder of seminal independent hip hop label *Definitive Jux*, he introduced some of the genre's biggest commercial & critical successes. He also spearheaded the label's pioneering digital download store, the first music website in the world to offer integrated digital and physical commerce in one shopping cart. Amaechi also developed a multi-million dollar licensing & sponsor portfolio including Nike, Toyota, Universal, Fendi, and Wells Fargo.

With the *PLUG Awards*, Amaechi created a successful annual music event & web platform featuring critically acclaimed indie talent including Nick Cave, David Cross, The Flaming Lips, Aziz Ansari, TV on the Radio, The National, and St. Vincent. He was responsible for all programming & talent, plus oversight of all marketing and digital extensions, including brand integration for partners Dell, Lionsgate, Red Bull, Dewars, XM Radio, and iStockphoto. Amaechi was also the lead consultant on the development of the online music community *paperthingwalls.com*, acquired by Getty Images in 2007. The same year Amaechi orchestrated a life-story rights deal with then-rising star Shia LaBouef to star in the large screen biopic of his recording artist, Cage.

A graduate of the University of Michigan, he is passionate about innovative ideas, sustainable ecosystems, and applied microeconomics. He's also an avid follower of geopolitics, and a rabid Michigan Wolverines & Pittsburgh Steelers fan. Mostly, Amaechi is the extremely proud father of 2 daughters. He works between GRAiNEY PICTURES New York and Los Angeles offices.

