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Press Release

Media Contact: Emily Miller

Email: emily@austinmusicfoundation.org

Office: 512-542-0077



AUSTIN MUSIC FOUNDATION ANNOUNCES THE APPOINTMENT OF A NEW BOARD PRESIDENT AND VICE PRESIDENT

AUSTIN, TX - Austin Music Foundation is proud to announce the appointment of **SaulPaul** as President of the Board of Directors and **Alejandro “Alex” Vallejo** as Vice President. SaulPaul succeeds **Kristyn Ciani**, Talent Buyer at C3 Presents, who has served on the AMF board for 6 years and as Board President for a 2-year term. Kristyn will transition to the AMF Advisory Council and remain an active volunteer, where she will continue brokering key partnerships.

SaulPaul, who is a GRAMMY-nominated “Musician with a Message” and celebrated humanitarian, has served on the AMF board of directors for 3 years. He has presented two TEDx Talks, performed at the Kennedy Center for Performing Arts and been featured on America’s Got Talent. SaulPaul’s life story of transitioning from tragedy to triumph has been told on screen via the documentary *Tower to Tower*, and through his memoir *Be The Change*. His song “Rise”, charted on Sirius XM for well over 4 months, holding the #1 slot for two consecutive weeks.

“I’m happy to give back to an organization that has given me so much. The staff is amazing, the leadership is great, and the work is not only important, but life changing”, **said SaulPaul**. “Shortly after beginning my career in 2003, I discovered the Austin Music Foundation. From that point on, I utilized AMF as a resource and because of it, I found success as an independent artist in the Live Music Capitol.”

Alejandro “Alex” Vallejo is best known as the drummer of the award-winning Austin, Texas rock band **VALLEJO**. Aside from performing in his band VALLEJO, Alex is also the VP of Austin music production label VMG (Vallejo Music Group), a board member and artist consultant at Austin Music Foundation, Director Of Operations for **School Of Rock** (Southwest Austin/Round Rock),

co-founder of the [Pachanga Latino Music Festival](#) and the [Latin Music Coalition Austin](#), advisory board member of [EQ Austin](#) and a partner and talent buyer for EPS Presents.

"AMF has always been close to my heart, and I've seen firsthand all of the amazing things this organization has done for Austin's music community, as both a board member and former AMF Creative Director. I'm proud to serve in a board leadership role because it's important to me to continue providing support and guidance, not only to our local music artists but also to AMF's dedicated and hard working team.", said Alex.

Alex succeeds **Brad Stein**, a long-standing board member who served as both Board President and Vice President and was instrumental in establishing key organizational initiatives and programs, including Leaders in Austin Music (LIAM) and the Music Industry Collaborative (MIC).

"I've had the great privilege and pleasure of working closely with SaulPaul and Alex over a number of years through AMF programs, board activities, and community initiatives. Their contributions to our organization and community are profound, and their support unparalleled", said **AMF Executive Director, Jennifer Dugas**. "I have abiding respect and admiration for them, both professionally and personally, and am certain AMF will continue its upward growth trajectory and thrive under their leadership."

More About SaulPaul and Alex Vallejo:

As SaulPaul entertains and inspires audiences across the world, he continues to use his platform to promote social good and advocate for youth. In 2017, he was named "Austinite of the Year" and in 2018 he was awarded the Texas Civil Rights Project Rising Star Award. In 2019, his company SaulPaul Productions was named a Top 5 Best Community Minded Company by the Austin Young Chamber; and in 2020, SaulPaul was awarded the Beacon of Hope award by the Texas House of Representatives.

Alex first became involved with AMF in 2011 as the organization's lead creative consultant. He helped to establish key programs, including the now titled **AMF HQ**, which delivers one-on-one artist consultations and educational workshops year-round. In 2017, Alex and AMF Executive Director, Jennifer Dugas - who served on staff together from 2012-2017 - co-designed and launched the **Artist Development Program**, now in its fifth year. Alumni of the program have included some of Austin's rising stars in recent years, including Jackie Venson, Gina Chavez, Superfónicos, Alesia Lani, Kalu James and William Harries Graham. Alex is a key program consultant.

When asked what he envisions for AMF's future, SaulPaul said it will include "unique opportunities for corporations and philanthropists to partner with us to amplify the good work we are doing." Alex added, "For AMF to continue being an important part of Austin's music ecosystem, with its innovative ideas and initiatives that will keep our music community thriving, we see more meaningful opportunities to support artists and local businesses of all colors,

genres and musical styles. I'm excited to work with and support our new chair SaulPaul and board members in any way I can and feel confident that we will do great things together”.

ABOUT AUSTIN MUSIC FOUNDATION

Austin Music Foundation (AMF) is a 501(c)3 nonprofit organization whose core mission is to strengthen, connect, and advance the local music industry and community. Founded in 2002, AMF remains the only arts service organization in the nation dedicated to providing no-cost, year-round music business training, educational resources, mentoring and focused professional development to music artists and professionals at all stages of their careers.

AMF serves as a critical bridge to economic opportunity, viability and sustainability for Austin’s creative class, and is among a select group of organizations recognized by Bloomberg Philanthropies as a leader in the nonprofit arts sector. Learn more about AMF at www.austinmusicfoundation.org.