

BILLY ZERO®

Billy is a Manager, Producer, Drummer, Musician and Father of 2. Billy performed in bands throughout the late 80's and 90's and worked at the Legendary WHFS in Washington D.C. from 1995-2000 where he was the Webmaster, Assistant Engineer, Promotions Coordinator and On-Air Personality. Billy Zero featured unsigned bands on his show and promoted them at events for the radio station which immediately led to increased attendance and to the ultimate signing of a number of bands including Good Charlotte and Jimmies Chicken Shack. Billy Zero created and named a stage for one of the largest modern rock festivals in the country for WHFS entitled 'The HFStival'. This stage was created and implemented without a budget the first year and quickly grew to become one of the most profitable promotional and advertising line-items within the festival budget. The stage allowed Unsigned bands the opportunity to play for thousands. The stage was and still is called, "Locals Only".

Tired of corporate radio, Billy went to work for an innovative online company in 2000 called Advertising.com. After just 4 months, Billy had a Million Dollar investor for one of his companies and decided to leave Advertising.com to finish the business plan and sign the investor. After a few short weeks Billy got a call from a head-hunter whom asked him to go interview for a position within XM Satellite Radio. Within 60 days, Billy was hired onto XM Radio as the interface between programming and sales as Director, Ad Sales Development. Within 9 months Billy was recruited into the programming team exclusively and started the Unsigned Station with Pat Dinizo of the Smithereens, a station that played Indie and unsigned bands on national satellite radio. Billy sifted through hundreds of submissions every week and featured bands and artists including Sugarland, Stellastarr*, Antigone Rising, Shonie and many others BEFORE they got signed. Billy's keen ear for music led to direct phone calls from high level individuals like Lyor Cohen where Billy was asked, "How are you picking these amazing songs and bands and where are you finding them." Radio Unsigned became an A&R industry tool with many of the top A&R Executives, Label Presidents, Publishers, Lawyers, Radio Promoters, Managers and Independent Scouts calling Billy on a weekly basis to pick his brain for the next big artist. Billy created the first official XM Myspace page at Myspace.com/XM and he wrote, recorded and produced the first official XM Radio Podcast without any corporate involvement. The podcast was at #53 on the iTunes chart within the first month which led to the quick development of over 20 podcasts across the XM network, including sales-driven podcasts like the Pet-based Podcast sponsored by PetSmart. Billy was then recruited to run and program XMU, then College/Indie station for XM where he honed his skill for selecting music that would resonate with listeners.

In 2003 Billy ran for, and won, a seat on the DC Board of the National Academy of Recording Arts and Sciences (NARAS), the organization that produces the Grammy's. Billy is currently and will remain a Voting Member of this organization where he votes on the winners of the Grammy's each year. He was on the DC Board from 2003-2005 & 2006-2008 and was elected President of the DC Chapter from 2008-2010 and subsequently elected to National Trustee in 2010, a term which lasts 2 years through May of 2012. There are only 38 Trustees in the country and the Trustees are the fiduciaries for the organization presiding over all aspects of the organization including contracts, budgets, creative direction, image and member initiatives. The organization has nearly 20,000 members.

Radio consolidation hit XM and playlists were cut. Billy then went to work for Public Radio in 2008 and nearly a year later, decided to start a management and consulting company. Zero Management is Billy's brainchild: A management company that manages bands, artists and events and also develops and consults organizations on Brand Development, Music Marketing and Social Strategies with an emphasis on utilization of music to shape the brand. And yes, Billy Zero® is a Registered Trademark.