

PROFILE

WORLD MUSIC SCENE

Lisa Kirk has worked exclusively in the Music Industry for 15 years. Born in Hollywood California, she grew up in a family that worked in the entertainment business. She attended Santa Monica City College, where she studied musical theater and then moved to New York to continue her studies there. Upon her return to Los Angeles she pursued a career in production and has an array of experience in the film business working on such films as "*Colors*" and the movie "*Until the End of the World*." It was during her travels around the world that she developed knowledge and a love of world music and in 1990 took a leap into the music business working with Country singer Dwight Yoakam on his album "*If There Was a Way*".

In 1992 Lisa joined the team at International Cable Casting Technologies – which later changed their name to DMX Music. As Music Director, she discovered artists and programmed a wide variety of ambient and world music channels that were broadcast via satellite to over 1 million homes and businesses around the world. One of her favorite projects was creating and programming the Italian music soundtrack for the interiors at the Bellagio hotel in Las Vegas. While at DMX she also created and co-hosted a weekly show titled: *A World of Music*. She interviewed featured artists such as Bebel Gilberto, Youssou N' Dour, Mariza, Madeleine Peyroux and Andrea Bocelli.

In 2005 after a company merge, Lisa became Music Director at Music Imaging Media International, where she worked as a Music Consultant on various projects and created an in house library of contemporary Italian music.

World Music Scene is Lisa's consulting company. She screens artist submissions from nearly every major label and works on a project to project basis. She is just as comfortable with the administrative aspects of a project as she is with the creative aspects. Consulting internationally, Lisa continues to introduce music from around the world.