



Jayson S. Tomlin, President (Co-Founder)

Jayson Tomlin is a Co-Founder and creator of FIDEF™. Jayson holds a BA from the University of Maryland University College with a minor in e-commerce and technology management. He also graduated as Most Outstanding Student with academic honors from the Art Institute of Dallas. Jayson has 20 years of experience as a technology specialist where he interfaced, demonstrated and trained the world's top audio engineers. He has extensive background building digital audio workstations and non-linear editors.

During his tenure at Sonic Studio, he was the principal technology specialist and presenter, introducing the SACD product system to both Phillips and Sony Music. He successfully negotiated the rights to Philips SACD authoring software for sale and distribution. Prior to Sonic, he held National Sales Director positions at SADiE, Inc. and Digital Audio Labs.

Joining Minnetonka Audio Software, Inc. (MASI) in 2007, Jayson led a global sales initiative that resulted in MASI being the number one licensee of Dolby professional technologies in the world. These technologies were globally deployed for large-scale broadcasters, content providers and networks. Alongside Jeff Wilson, Jayson also designed an audio processing solution that appropriately scaled the dynamic range of a feature film, making it ready for broadcast television.



Jeff W. Wilson, Chief Technology Officer (Co-Founder)

Jeff Wilson is a Co-founder and creator of FIDEF™. He built his first working audio electronic circuit at age 10, and in 1974 was working full time in audio. He started Digital Audio Labs, the makers of the first CD-quality sound card for the PC, used by audio professionals in radio stations and project studios. He joined Minnetonka Audio Software, Inc. (MASI) in 1998 and guided them into the world of surround sound. MASI produced one of the first surround sound workstations, and was the first company to license both Dolby and DTS surround sound technologies. Under his guidance, the company became one of the only companies in the world to make tools for authoring DVD-Audio and DSD.



Ronald A. Lenz, Chief Financial Officer, Treasurer (Co-Founder)

Mr. Lenz is a CPA with more than 30 years of experience in tax services, financial accounting, budgeting, strategic planning and business consulting. He received his accounting degree in 1977 with top honors from the University of Wisconsin Whitewater and his Master's in Business degree in 2007 with top honors from the University of Phoenix. He is a shareholder at Wilkerson, Guthmann & Johnson Ltd (CPA's). His previous public accounting experience includes working at the big four CPA firm of Deloitte and was a partner in his own CPA firm of Francis & Lenz (CPA's). Outside of public accounting, he consulted to several investment banks and served in several management positions.

Mr. Lenz has assisted technology, medical device, and energy companies in the raising of capital, structuring company infrastructure, building management teams, strategic planning, and commercialization of products. He structured exit strategy including IPO, strategic partner, or merger. The companies that he assisted include the Center for Diagnostic Imaging (Magnetic Resonance Imaging Center), Cirrus Design (changed general aviation), Reliant Technologies or Fraxel Laser (first cold laser), and New Gen (revolutionary fuel cell technology).



Gary Katz, Strategic Advisor

Katz entered the music business working with Bobby Darin. He produced at Avco-Embassy Records, then with ABC/Dunhill Records, working with artists such as The Mamas & the Papas, Steppenwolf and Three Dog Night. Katz also has broad experience with A & R, responsible for artist signings such as Jim Croce, Chaka Khan, Rufus and Jimmy Buffett.

Katz is most famous for his work as a producer on every Steely Dan album recorded during the first run of their career, from *Can't Buy A Thrill* in 1972 to *Gaucho* in 1980, as well as the Donald Fagen solo album, *The Nightfly* in 1982. Katz's other production credits include albums by Diana Ross, 10cc, Joe Cocker, Laura Nyro, Rosie Vela, Thomas Jefferson Kaye, Eye to Eye as well as Glasgow band Love and Money. He was one of two people principally responsible for signing Prince, Dire Straits, Christopher Cross and Rickie Lee Jones and Root Boy Slim to Warner.



Charles Howe, Strategic Advisor

Charley's experience as a marketing and communications professional, spanning more than twenty-years at leading marketing and public relations agencies, specializing in Messaging, Branding, and Content.

Charley has worked inside non-profit organizations, corporations and marketing and communications agencies including Global public relations firm MMMG now Weber Shandwick (Director of Business Development); Minneapolis advertising agency Colle + McVoy (Vice President, Account Group Director); \$200M traditional and digital media agency True Media (Vice President, Client Development); and has consulted numerous emerging businesses as an advisor to owner or ownership group. He has designed and managed communications programs for many emerging and well-known brands.



John Collins, Strategic Advisor

John Collins is the Chief Information Officer at Digi-Key Corporation, a global leader in Electronics Distribution. Mr. Collins is responsible for Digi-Key's #1 industry-rated global e-commerce sites, strategic partnerships, technology strategy, internal software, hardware and services.

Before joining Digi-Key, Mr. Collins served as Senior Vice President at US Bancorp, where he managed the company's advanced technologies group. Mr. Collins led US Bancorp's most innovative application development in the areas of internet banking and commercial card processing businesses. In 2006, Mr. Collins' group won the prestigious CIO 100 Award for their work on US Bancorp's internet based commercial credit card processing system. Prior to joining US Bancorp, Mr. Collins served as Vice President, application development at Wells Fargo Inc. John managed the development of Wells Fargo's internal mortgage processing applications and systems, as well as its internet based consumer mortgage systems. His career is distinguished by: Successful international market entries and business management in China, Hong Kong, Germany and the UK; Proven board member of several foreign and domestic corporations; Triple-digit revenue enhancements; Innovative business process implementation, solving complex international issues; Innovative global technology solutions; Clear talent for creating, planning and executing mission-critical business initiatives in a global environment.



Paul Burger, Strategic Advisor

Paul Burger's career spans nearly 30 years experience working with artists of very diverse backgrounds in a variety of locations. In recent years, as President Sony Music Europe, Paul was closely involved in the development of major careers for artists including Travis and Anastacia, as well as more regional success for artists like La Oreja de Van Gogh in Spain/Latin America.

In 2004, he founded Soho Artists, an artist management company focusing largely on new and developing talent. Together with Moshe Morad and Charlie Rapino, his clients include Molly Beanland (Island Records), Anna-Maria La Spina, Kym Mazelle (Cecchi Records), Ilham al-Madfai (EMI Arabia) and Yasmin Levy (Adama Music/Connecting Cultures) who was nominated in the BBC World Music Awards as Best Newcomer 2004. He also serves as non-executive chairman of Blueprint Digital, a digital marketplace solution designed to provide rights holders, retailers and consumers with an attractive, user-friendly environment to sell and promote their music as well as additional entertainment content. He has also created a company with investment banker, Shiju Varghese, called Tracks & Tunes, who work with Progeon (an Infosys subsidiary) to provide back-office business process outsourcing solutions to the entertainment and media communities.



Paul Burger, Continued

During his 7 year tenure as Chairman Sony Music UK and Ireland, he was closely involved in developing major careers both in the UK and beyond for a wide variety of artists including Charlotte Church, Jamiroquai, Leftfield, Des'ree, Reef, Kula Shaker, Sade, Manic Street Preachers and Lightning Seeds to name but a few. During that same period, he worked closely with a host of American artists including Destiny's Child, The Fugees, Lauryn Hill, Mariah Carey, Gloria Estefan, Macy Gray, Michael Jackson and Bob Dylan.

Prior to that, as President Sony Music Canada, Paul was very intimately involved in the development of Celine Dion's career from the recording of her first English album in 1989 and throughout her enormously successful career. During that period he also worked very closely with Canadian Leonard Cohen with whom he began working in Europe in the late '80's. Earlier in his career, as VP Marketing and Sales Europe, Paul was also very closely involved in developing European careers for artists including Bruce Springsteen, George Michael, Terence Trent D'Arby, Deacon Blue and Billy Joel.



Jo Hart, Public Relations Advisor

Following a successful four-year tenure as a Regional plugger & promoter for EMI, Jo Hart went on to help set up the highly successful Size Nine Promotions. Three years later she decided to go it alone and created Jo Hart PR in July 1997.

From these seeds Hart Media was born. Hart Media leads the way in Regional, Specialist (National and Regional) Student/College/University and Online Radio promotions. Along with Online PR, Management Consultancy, International Promotions and Publishing. In the years since its inception it has built up rock-solid foundations with the key players in the Music and Radio industries and excels in getting the very best results for its artists. Hart Media prides itself on the close relationship it has with its Heads of Music, Specialist DJs, Online PR and Student/College/University DJs.

Over the years Hart Media has been behind the success stories of campaigns for Blondie, Jamie Cullum, Britney Spears, Jools Holland, The Gossip, Agnes, The Proclaimers, Gallows, Moloko, Bob Sinclar, The Pretenders, Gary Jules, Justin Timberlake, M People, Dame Shirley Bassey, Enter Shikari, Roll Deep, The Overtones, Johnny Marr, Bernard Butler, Siouxsie Sioux, Nick Cave & The Bad Seeds, Usher, Alison Krauss, Sash!, Robert Miles, Republica to name but a few.



Bob Ludwig, Technical Advisor

Ludwig, based at Gateway Mastering in Portland, has been one of the leading mastering engineers in the music business for more than 40 years. His mastering credits are extensive, and include albums for many major artist including Jimi Hendrix, Phish, Megadeth, Metallica, Gloria Estefan, Nirvana, The Strokes, Queen, U2, Guns N' Roses, Richie Sambora, Tool, Simple Minds, Bryan Ferry, Tori Amos, Bonnie Raitt, David Bowie, Paul McCartney, Bruce Springsteen, the Bee Gees, Madonna, Supertramp, Will Ackerman, Pet Shop Boys, Radiohead, Elton John and Daft Punk. First winner of the Les Paul Award 1991 from the Mix Foundation created to honor individuals or institutions that have set the highest standards of excellence in the creative application of recording technology. Recent Grammy Awards include:

2014: Album of the Year: - Random Access Memories, Daft Punk

2014: Record of the Year: - "Get Lucky", Daft Punk with Pharrell Williams and Nile Rodgers

2014: Best Engineered Album, Non-Classical: - Random Access Memories, Daft Punk

2014: Best Historical Album: - Charlie Is My Darling - Ireland 1965, The Rolling Stones

2015: Album of the Year: - Morning Phase, Beck

2015: Best Engineered Album, Non-Classical: - Morning Phase, Beck

2015: Best Surround Sound Album: - Beyoncé, Beyoncé



Elliot Scheiner, Technical Advisor

Scheiner has received 24 Grammy Award nominations, 7 of which he won, and he has been awarded four Emmy nominations, two Emmy Awards for his work with the Eagles on their farewell tour broadcast, and the documentary film History of the Eagles, three TEC Awards nominations, a TEC Hall of Fame inductee, and recipient of the Surround Pioneer Award.

Elliot holds an honorary Doctor of Music degree from the Berklee College of Music and is one of the only Americans to be awarded the Master of Sound honor from the Japan Audio Society. In 2015 he received his 25th Grammy Award nomination in the category of Best Surround Sound Album for Beyoncé, which he also won, making him an 8-time Grammy Award winner. Scheiner also collaborated with Panasonic to create the ELS Surround premium audio system for Acura.



Hugh Padgham, Technical Advisor

Padgham has won four Grammy Awards, for Producer of the Year and Album of the Year for 1985, Record Of The Year for 1990, and Engineer of the Year for 1993. A 1992 poll in Mix magazine voted him one of the world's Top Ten Most Influential Producers. Padgham co-productions include hits by Phil Collins, Genesis, The Human League, Sting and The Police.

Hugh also pioneered (with Peter Gabriel and producer Steve Lillywhite) the gated reverb drum sound used most famously on Collins' hit "In the Air Tonight". Padgham's previous work with Gabriel and Collins led to a collaboration with Genesis and Phil Collins in the 1980s, which produced the albums: Face Value, Abacab, Hello, I Must Be Going!, Genesis, No Jacket Required, Invisible Touch and ...But Seriously. In addition to his work with Genesis and XTC, Padgham co-produced two albums with The Police: Ghost in the Machine and Synchronicity, as well as some of Police frontman Sting's solo work. He also worked on Paul McCartney's Press to Play and The Human League's Hysteria.



Tim Young, Technical Advisor

Tim Young's career as an Audio Mastering Engineer blossomed at the start of the 1980s. After delivering multi-platinum albums for The Clash, Sade, The Smiths, Elton John, The Pretenders and many others, Tim joined Metropolis Mastering with Ian Cooper and Tony Cousins in 1993. Tim had already had seventeen successful years at CBS Studios, which eventually became The Hit Factory.

In 2008, Tim became the first non-US mastering engineer to win a Grammy Award (for his 5.1 Surround Sound mastering on The Beatles' 'Love' album). In 2011, he also won the Music Producers Guild mastering engineer of the year award. Now with over twenty years of experience in mastering at Metropolis, Tim is in constant demand from all levels of recording artists. His reputation as a classic 'all rounder' who enjoys working on all styles of music, means he is adept at bringing his creativity to any genre.



Tony Cousins, Technical Advisor

Tony Cousins started his career as a musician. He became a cutting engineer in 1980 at the Townhouse before becoming a fully-fledged audio mastering engineer when he, Ian and Tim started Metropolis Mastering.

Tony feels that the prime objective of audio mastering is to retain the integrity of the music, while enhancing it by some degree. Often the excitement and atmosphere created whilst mixing won't travel to another location, and Mastering can help restore these elements (assuming they were there in the first place!). This is why attended sessions are preferable, because working with the people originally involved can often help unravel any difficulties encountered. Tony enjoys many different types of music. Just concentrating on one area would reduce the variety and richness of his work and would, in his own words, put him in a creative straitjacket!



Tony Mortimer, Technical Advisor

Mortimer was a member of the 1990s boy band East 17, with whom he had seven UK Top 10 singles and four hit albums between 1992 and 1997. He turned to songwriting when the group disbanded in 1997. In 2010, it was announced that East 17 would be reforming as a three piece (minus former lead singer, Brian Harvey) and that the band was seeking a new lead. In 2011, Blair Dreelan was announced as a new band member and the new lead singer. One single was released from the album Recharged, before Dreelan left the band due to a contractual obligation not to contribute to East 17, while he was still connected with his previous musical group.

"Secret of My Life" was released but the album was scrapped and a newly recorded album, Dark Light was released in 2012, with Mortimer in place as the lead vocalist. The group toured Europe throughout 2011 and in early 2012. In June 2012 they returned to Australia for the first time in over 15 years. Mortimer has continued as a record producer since 1997, from his studio in Essex, as well as recording his own songs including the single, "N Toxyc 8". Mortimer has also managed bands, including girl group Urban Angel. In June 2013 he released his debut solo album Songs from the Suitcase. In early 2014, Mortimer departed from East 17 to focus more on his solo career.