

José Valentino Ruiz

CREDENTIALS

Doctor of Philosophy (Ph.D.) in Music: Music Education
University of South Florida (May 2016)

Doctor of Ministry (D.Min.) in Global Outreach & Missiology
Truth & Mercy Institute for Advanced Ministry Studies (December 2015)

Master of Music (M.M.) in Instrumental Performance: Classical Flute & Studio Music/Jazz
Frost School of Music at the University of Miami (May 2012)

Bachelor of Arts (B.A.) in Music Studies: Music Theory
University of South Florida (May 2009)

LANGUAGES

Fluent: English, Spanish, & Brazilian Portuguese
Casual Conversation: Arabic & Hebrew

WEBSITES

- [Official Website](#)
- [University of Florida Biography](#)

LEADERSHIP IN ARTS BUSINESS & ENTREPRENEURSHIP AT THE UNIVERSITY OF FLORIDA

As the Founder and Program Director of Music Business & Entrepreneurship, I develop and instruct courses encompassing music & arts business, entrepreneurship, digital musicianship, and production. My pivotal role is dedicated to advancing these disciplines within the School of Music (SOM) and the College of the Arts (COTA) through comprehensive curriculum development, strategic fundraising endeavors, and innovative experiential learning initiatives. Beyond my administrative duties, I am deeply immersed in a diverse spectrum of research and creative pursuits, exploring various aspects of business, innovation, sustainability, and the strategic leverage of arts entrepreneurial ventures within education and across multimodal creative industry sectors. In tandem with my academic pursuits, I maintain an active presence as a performer, enriching the cultural landscape within and beyond academia. My overarching mission is to equip students with multifaceted skills and knowledge essential for success in diverse and evolving careers within the arts and related industries. By integrating arts entrepreneurship and fostering robust career development opportunities, I aim to cultivate a new generation of creative professionals poised for success at the dynamic intersection of music, business, and entrepreneurship, with the transformative potential of the arts in enhancing quality of life across both arts and non-arts sectors.

Founder & Program Director of Music Business & Entrepreneurship

University of Florida School of Music (2019 - Ongoing)

- [Promotional Video of the Program](#)
- Developed all the curriculum for undergraduate, master's, and doctoral students — DMA and PhD
- Strategic Content Developer and Program Advocate
 - Secured \$10 Million from the Florida Senate Appropriations Committee on Education (March 2024)

- Secured \$7,000 funding for the Musikfest Music Industry & Education Conference (March 2024)
- Obtained \$20,000 grant from the Florida Department of State's Division of Arts and Culture (January 2024)
- Successfully secured a \$130,000 endowment from the Tom Petty Foundation for the Guitar & Innovation Program (May 2023)
- Facilitated a \$31,000 gift from Jim Theriac to support the Music Business & Entrepreneurship program (October 2022)
- Orchestrated \$700,000 in gifts for Music & Media Production partnerships through JV Music Enterprises (my company), enabling student and professor album and music video collaborations (August 2019 - March 2024)

Co-Chair of Business, Entrepreneurship, and Career Planning

University of Florida College of the Arts (Spring 2022 - Fall 2022)

Affiliate Professor (Researcher)

- University of Florida Center for Arts, Migration, and Entrepreneurship (2019 - Present)
- University of Florida Center for Latin American Studies (2019 - Present)
- University of Florida Center for African Studies (2021 - Present)

OFF-CAMPUS PROFESSIONAL BUSINESS & ENTREPRENEURIAL VENTURES

Founder & Creative Director

JV Music Enterprises (2006 - Ongoing)

- [Company Website](#)
- Secured \$5.7 Million in Sales
- Full-Time

Director of Global Strategic Partnerships

Jellybean Creative Agency LLC.

- [Company Website](#)
- Contact-based

Resident Media Composer

Hayden5 (2010 - Ongoing)

- [Company Website](#)
- Contract-based

Global Ambassador & Strategic Communications Director

Worldwind Music Ltd. (2010 - Ongoing)

- [Company Website](#)
- Secured \$40.2 Million in Sales

Global Advisory Committee Member

Global Institute for Music Research (www.gimur.org) (2023 - Ongoing)

- Co-Chair of Strategic Planning Committee
- Chair of Research & Scholarship Preservation
- Chair of Academic Innovations & Strategic Initiatives

Director of the Commission for Entrepreneurship and Leadership

Global Institute for Music Research's (June 2023 - Ongoing)

- President (*Ex-Officio*) of the Music Entrepreneurship & Leadership Conference in San Juan, Puerto Rico (Commencing in Spring 2025)

Co-Editor

Artivate: A Journal of Entrepreneurship in the Arts (2023)

Editorial Board Member (*Ex-Officio*)

Artivate: A Journal of Entrepreneurship in the Arts (2022 - Ongoing)

International Music Competition Adjudicator

Marker & Pioneer International Cultural Exchange Center (2023 - Ongoing)

Voting Member/Committee Member

Gospel Music Association: Dove® Awards (2017 - Ongoing)

Voting Member/Committee Member

Latin Academy of Recording Arts and Sciences: Latin GRAMMY®s (2015 - Ongoing)

Voting Member

National Academy of Recording Arts and Sciences: GRAMMY®s (2015 - Ongoing)

Director of Global Entrepreneurship Initiatives

Diaz Music Institute 501C3 (2017 - 2022)

- Raised \$2,080,000 for DMI Initiatives

Co-Founder & Artistic Director

Music Industry Leadership Day (2022)

Co-Founder & Artistic Director

International Jazz & Entrepreneurship Day (2020 - 2022)

Co-Founder & Artistic Director

Digital Music Entrepreneurship & Leadership Summit (2022)

Co-Founder & Artistic Director

Global Music Production & Entrepreneurship Summit (2020)

Ongoing Collaborations & Partnerships with JV Music Enterprises and with University of Florida's Music Business & Entrepreneurship Program

Salesforce • Sony Music Publishing • Universal Music Group • Disney Music Group • Netflix • Global Music Rights • LiveCraft Global • Chamber Music America • Yamaha • Spotify • F-flat Books • NBCUniversal • Diaz Music Institute • Hayden5 • Worldwind Music Ltd. • City Lyric Opera • The Recording Academy (GRAMMYs) • The Latin Recording Academy (Latin GRAMMYs) • Country Music Association • Gualo Music and Sound • MV Productions • Adarga Entertainment • Ranky Tanky • Pristine Music Group • Coil Records • The Television Academy (EMMYs) • The Motion Picture Academy (OSCARs) • HSBC Bank USA • The Nielsen Company • Artistic Partners PR • Telemundo • Univision • Hola Central Florida • The Conversation • HAPCO Foundation • JazzCat Productions Inc. • Hillsborough County • EMIT Series • JV Music Enterprises • MS Group • American Idol • HBO • Guitar Over Guns Organization • Women in Music • Hands in Motion Music School and Productions • Broadway Across America • Boundless Global • Worldwind Music Ltd • Jellybean Creative • Free Chapel • Jellybean Creative Agency • Hillsborough County's Board of County Leadership

Creative Strategist

Florida Music Educators Association's Contemporary Media Committee (2019 - 2020, 2023 - Ongoing)

Chairperson of Board of Directors

Cleveland Center for Musical Arts (2017 - 2019)

PROFESSORSHIPS IN HIGHER EDUCATION**Inaugural Professor of Music Business & Entrepreneurship**

(Developed all the curriculum for undergraduate, master's, and doctoral students)

University of Florida School of Music (2019 - Present)

Assistant Professor of Music Business, Production, & Jazz Studies**Applied Lesson Instructor of Electric Bass Guitar**

Lee University (2016 - 2019)

Instructor of Record of Music Production & Global Music**Curriculum Developer****Graduate Assistant of Progressive Music Education**

University of South Florida (2013 - 2016)

Sabbatical Replacement Flute Professor

University of South Florida (2013 - 2014)

OTHER ROLES IN EDUCATION**Pastor & Director of Student Music Ministries**

Westmore Church of God (2016)

Music Production Teacher - After-School Program for At-Risk Students

C. Leon King High School (2016)

Music Teacher for Exceptional Student Education

Pepin Academies (2015)

CURRICULAR INNOVATIONS

Throughout my role as the founding Director of the Music Business and Entrepreneurship program (bachelor's, master's, and doctoral) at the University of Florida, I have been dedicated to developing curricular innovations that have shaped the educational landscape in this field. I founded the very first music business curriculum at the university, spanning undergraduate, graduate, and post-graduate levels, catering to music majors and non-music majors from various disciplines. One of my notable achievements has been the cross-listing of courses, allowing students from different programs and levels of study to benefit from the comprehensive music business and entrepreneurship curriculum. This interdisciplinary approach fosters a diverse learning environment and encourages collaboration among students with varied backgrounds and interests. To enhance the educational experience, I created a set of instructional videos that accompany the music business and entrepreneurship curricula. These videos provide additional resources for students to grasp complex concepts, understand real-world scenarios, and develop practical skills.

Recognizing the importance of industry exposure and networking, I actively invited and facilitated the participation of 60+ guest speakers who are experts in the field of music/arts business and entrepreneurship. These professionals shared their insights, experiences, and advice with our students, inspiring them and guiding them in developing their own business plans and music productions. In Fall 2022, I introduced a doctoral-level course called "Arts Entrepreneurship Research." This course equips doctoral students, specializing in entrepreneurship, with the necessary skills to design, research, write,

and publish empirical studies and music productions within the realm of arts entrepreneurship. The outcomes of my students' projects include publications in the Journal of Arts Entrepreneurship Education, the Association for Popular Music Education's peer-reviewed blog, and the achievement of winning a 2022 Global Music® Award for a Mixed-Genre Album, among other publications and awards.

As a team member behind the University of Florida's Bachelor of Science in Music Business and Entrepreneurship degree, I played a key role in its development. Through extensive research on peer programs and Florida SUS programs, as well as an assessment of demand and growth in related fields, I collaborated closely with colleagues from the School of Music to create a comprehensive proposal for the degree and the development of new courses. This proposal, approved by the Dean and Provost, is set for review and approval by the Board of Governors. Additionally, I developed both Undergraduate and Graduate Certificates in Music Business & Entrepreneurship at the University of Florida. These certificates have received approval from the School of Music, College of the Arts, and the Graduate School, and are currently undergoing upper-division processes before being officially launched in the near future.

To provide interdisciplinary opportunities, I established a partnership with the Warrington College of Business and the Center of Entrepreneurship. This collaboration enables Doctor of Musical Arts students to take my Music Business and Entrepreneurship courses, which are now cross-listed as ENT 6XXX-level courses, counting towards their doctoral cognate in Entrepreneurship. Moreover, I have focused on experiential learning and have actively facilitated opportunities for students to gain real-world experience and recognition. By fostering partnerships with GRAMMY® Award-winning and nominated artists, students have had the privilege to co-produce, audio engineer, market, and publish their original work, resulting in accolades such as GRAMMY® and Latin GRAMMY® Nomination Ballot Considerations, Global Music® Awards, published research articles, and other awards.

To empower students with the necessary skills for success, I have guided them in developing their personal brand and professional portfolio. Each student has created high-end websites, media content, contracts, promotional and legal documents, business plans, and more. This comprehensive approach ensures that they are well-prepared for the industry and increases their marketability and employability. Furthermore, I have fostered an environment of research and collaboration, inviting select students to co-author research articles and documentaries. Their work has been accepted for publication in esteemed journals such as the Journal of Arts Entrepreneurship Education, showcasing the scholarly contributions made by our program.

Finally, I continue to organize and facilitate the UF Music Producers' Showcase, providing students with a platform to showcase their talents, network with industry professionals, and collaborate with peers. This event has become a valuable networking opportunity within the recording arts and sciences community, further enhancing the experiential learning opportunities for our students. In summary, my role at the University of Florida has been characterized by developing curricular pathways in the field of music business and entrepreneurship. From creating the first music business curriculum to spearheading the development of the Bachelor of Science in Music Business and Entrepreneurship degree, I have continually strived to provide students with a comprehensive and relevant education. I hope to shape the next generation of music business leaders and entrepreneurs through partnerships, industry exposure, experiential learning, and scholarly contributions.

Academic Program Developer at the University of Florida

- Bachelor of Science in Music Business & Entrepreneurship
- Undergraduate Certificate in Music Business & Entrepreneurship (undergoing approval processes)
- Graduate Certificate in Music Business & Entrepreneurship (undergoing approval processes)
- Graduate Secondary Concentration in Music Business & Entrepreneurship (approved)
- Obtained Warrington College of Business course prefixes (ENT 6xxx) for all Music Business & Entrepreneurship courses for the Doctor of Musical Arts cognate

Course Developer & Instructor at the University of Florida

- Music Industry Empirical Research & Entrepreneurial Innovations (UG)
- Strategic Music Entrepreneurship Development (UG & G level)
- Foundations of Music Business (UG & G level)
- Music Production in Commercial Media (UG & G level)
- Multimedia Production for the Music Industry (UG & G level)
- Quest Course: Social Impact of Music Entrepreneurs (UG level)
- Digital Musicianship and Production (UG level)
- Arts Entrepreneurship Research (Doctoral level)
- Live Engineering & Production (G level)
- Capstone Course I (UG level)
- Capstone Course II (UG level)
- Commercial Music Ensemble (UG)
- Music Internship Ensemble (UG)

Course Developer & Instructor at the University of South Florida

- Latin American Music Ensemble (UG & G level)
- Implementing Creativity in Worship (UG & G level)
- Worship Album Project (UG & G level)
- Ethnodoxological Music Production (UG & G level)
- Innovative Musicianship Ensemble (UG & G level)

RESEARCH NARRATIVE

My research is centered around the enhancement of cross-cultural and cross-generational understanding, support, and practices in the realm of music business and entrepreneurship. Through empirical research, music production, and performance, I strive to uncover effective teaching methods and strategies for aspiring arts entrepreneurs. By focusing on areas such as business acumen, leverage, scalability, community outreach, and sustainability, I aim to foster the development of various arts enterprises. Ultimately, I seek to contribute to the growth and success of these enterprises while promoting a deeper understanding and appreciation of the arts.

I approach my work pragmatically, employing action-oriented and investigative approaches to develop products and services that enhance consumers' quality of life. Additionally, I aim to empower music entrepreneurs and educators, while making contributions to the evolving field of music business and entrepreneurship, especially in the post-COVID multimodal creative economy. In addition to my research, I actively assist music-oriented businesses and non-profits, supporting them in enhancing the value of their products and services. I achieve this through various activities, including product-market-fit testing, online data analytics, SWOT analyses, and customer acquisition management strategies. The outcome of my research and practice manifests in the form of music and media productions, consultation services, publications, as well as live or recorded presentations. Through these endeavors, I aim to deepen my understanding of music business and entrepreneurship and offer innovative methods for both practicing and teaching in this field.

I actively explore strategies to enhance multiple stages of value creation, product/service marketing, and company growth. This includes various crucial steps such as ideation, creation, proof of concept, product-market fit testing, as well as the refinement of products/services. I also engage in strategic planning for post-production launching, fundraising and development, networking, negotiating, and delivering products and services through performances, productions, speaking engagements, education, and publications. Through my enterprise, JV Music Enterprises, and strategic collaborations with music and arts-based companies, my goal is to contribute to scholarship by highlighting best practices for creating, launching,

sustaining, and building successful music enterprises.

PUBLICATIONS

Academic Journal Publications — Published (Peer-Reviewed)

The following publications maintain recognized standards for peer review and are so designated by the source. Article length varies by publication submission guidelines.

Leon, J. L., Ruiz, J. V., & Pagliuca, D. (April 1, 2024). The Dynamic Blend: Latin American Trombonists Shaping the Global Music Landscape with Resilience and Adaptability. International Trombone Association Journal. <https://www.trombone.net/journal/journal-browser/?st=227>

Ruiz, J.V. (February 15, 2024). Exploring the Integration of Entrepreneurship Education in Applied Music Lessons: Challenges, Approaches, and Benefits. Music Teacher National Association E-Journal. http://www.mtnaejournal.org/publication/register.php?issue_id=815128&publication_id=7797&subscription_id=28283&article_id=4723773&fbclid=IwAR1V4nXwxV1MYFs94km95JkAr3hBdtgFQWHoEvOi8TZzdPQ9jvAM1qpgsvw

Ruiz, J. V., & Shelton, C. (November 16, 2023). From Swing to Startups: The Evolution of Jazz Education and Entrepreneurship. Global Institute for Music Research's International Journal of Music Pedagogy. <https://library.gimur.org/index.php/ijmp/article/view/32/17>

Ruiz, J. V., & Shelton, C. (November 9, 2023). The Applications of Social Capital and Resource-Based Theory for Building an Effective Team. College Music Symposium. <https://symposium.music.org/index.php/current-issue/itemlist/user/271967-jos%C3%A9valentinoruizandchrisshelton>

DeVito, D., & Ruiz, J. V. (October 16, 2023). Empowering Neighbourhood music: Leveraging Professional Recording Studio and Entrepreneurial Strategies in a Minority Title 1 School. Journal of Popular Music Education. https://intellectdiscover.com/content/journals/10.1386/jpme_00116_1

Ruiz, J.V. & Sánchez, M. (October 1, 2023). Step-by-Step Guide to Launching a Diversified Revenue Stream. Music Teacher National Association Business Digest: Spotlight. https://www.mtna.org/MTNA/Business_Resources/Finance/Tuition_Fees/Diversified_Stream.aspx

Leon, J. L., & Ruiz, J. V. (October 1, 2023). Navigating the Post-COVID Creative Landscape: The Journey of Trombonists and the Role of Entrepreneurship and Innovation. International Trombone Association Journal. <https://www.trombone.net/journal/about-the-ita-journal/>

Ruiz, J. V., & Battistini, L. (September 12, 2023). Transforming Musical Dreams into Reality: The Power of Vision and Action in Music Entrepreneurship. International Journal of Music. <https://ijm.education/music/jose-valentino-ruiz-landin-battistini-the-power-of-vision-and-action-in-music-entrepreneurship/>

Ruiz, J.V. (August 17, 2023). Beyond the Stage: Developing Entrepreneurial Skills in High School Music Students. Kansas Music Review. <https://kansasmusicreview.com/2023/08/15/beyond-the-stage-developing-entrepreneurial-skills-in-high-school-music-students/>

Ruiz, J. V., Shelton, C., White, E., & Bourne, T. (August 13, 2023). Advocating for Intrapreneurship in Arts Entrepreneurship Education: Developing a New Generation of Innovative Professionals. Open Journal of Music Education. <https://library.gimur.org/index.php/ojme/article/view/24>

Ruiz, J. V. (July 1, 2023). Nexus of Cultural Entrepreneurship and Digital Musicality: Exploring Afro-Diasporic Music Entrepreneurship in the Digital Music Industry. Global Institute for Music Research's

International Journal of Music Entrepreneurship & Leadership. <https://library.gimur.org/index.php/ijmel/article/view/8>

Callander, A., Taylor, J., Bonin-Rodriguez, P., Taylor, E. A., Vakharia, N., Ragsdale, D., Ruiz-Resto, J. V., Beckman, G., & Essig, L. (July 7, 2023). Editorial Perspectives: A Futurecasting Glossary. *Artivate: A Journal of Entrepreneurship in the Arts*, 11(3). <https://artivate.org/index.php/artivate/article/view/197>

Ruiz, J. V., Lee, D., & Shelton, C. (June 7, 2022). Entrepreneurial Responses to the COVID Era: A Qualitative Study of Five Professional Music Entrepreneurs. *Journal of Arts Entrepreneurship Education*, 3(2). <https://digitalcommons.memphis.edu/jaee/vol3/iss2/4/>

Ruiz, J. V., et al. (March 1, 2020). Can You Hear The Difference? Professional Digital Composition and Music Students' Ability to Discriminate Deep Sampled vs. Acoustic Instrumental Performance Recordings. *Journal of Popular Music Education*, 4(1), 88-99. https://intellectdiscover.com/content/journals/10.1386/jpme_00015_1

Randles, C., Griffis, S.-A., & Ruiz, J. V. (March 1, 2015). "Are You in a Band?!": Participatory Music-Making in Music Teacher Education." *International Journal of Community Music*, 8(1), 59-72. https://intellectdiscover.com/content/journals/10.1386/ijcm.8.1.59_1

Randles, C., et al. (April 1, 2014). Using the iPad in Musical Performance: New Pathways. *Kansas Music Review*, 77(2). <http://kmr.ksmea.org/?issue=201314s§ion=articles&page=ipad>

Academic Journal Publications — In Press (Peer-Reviewed)

Shelton, C. & Ruiz, J.V. (In-Press). Sightless Success: A Portrait of a Visually-Impaired Music Entrepreneur. *Music Business Journal*.

Ruiz, J. V., & Leon, J. L. (In Press - April 2024). Thriving Amidst AI: The Trombonist's Guide to Authenticity, Quality Content, Brand Identity, and Personal Connections. *International Trombone Association Journal*.

Ruiz, J. V., et al. (In Press - November 2023). Getting to the GRAMMY®s and Beyond part two: Music Entrepreneurship Curricula Meets the Red Carpet. *Global Institute for Music Research's International Journal of Music Performative Research*.

Ruiz, J. V., & Lee, D. (In Press - November 2023). Hand Drumming as a Vehicle for Multidimensional Learning in Music Education. *Global Institute for Music Research's International Journal of Music & Cultural Studies*.

Ruiz, J. V., Shelton, C., & Leon, J. L. (In Press - November 2023). Culturally Relevant Music Remedies for At-Risk Students: A Pathway to Engagement, Empowerment, and Entrepreneurship. *Global Institute for Music Research's International Journal of Health & Music*.

Academic Journal Publications — In Review (Peer-Reviewed)

Galatti, B. & Ruiz, J.V. (In Review). The Business of MPB – Leveraging Cultural Capital in the Global Music Market. *Journal of Undergraduate Research*.

Ruiz, J.V., Vasenin, D., Leon, J.L., Shelton, C., & Lee, D. (In Review). Leveraging User-Generated Content for Fan Engagement in Classical and Jazz Music: A Multiple-Case Study of Fifteen Professional Musicians. *International Journal of Music Business Research*.

Ruiz, J.V. & White, E. (In Review). Empowering Music Educators/ Integrating Negotiation Skills into High School and University Music Education. College Music Symposium.

White, E., & Ruiz, J. V. (In Review). Exploring Confidence and Experience in Improvisation: Insights from Music Education Professionals. Update: Applications of Research in Music Education.

White, E., & Ruiz, J. V. (In Review). Entrepreneurial Music Producer: EIDD Model. Journal of Arts Entrepreneurship Education.

Academic Research Blog Publications — Published (Peer-Reviewed)

Although the term “blog” may be traditionally understood to suggest a more casual style of writing, these blog publications are peer-reviewed and are so designated by the source. Article length varies by publication submission guidelines.

Chang, A. & Ruiz, J.V. (February 15, 2024). Diversifying the Music Industry and Fostering Cross-Cultural Collaborations. Association of Popular Music Education. <https://www.popularmusiceducation.org/blog/diversifying-the-music-industry-and-fostering-cross-cultural-collaborations/>

Ruiz, J. V., & Lee, D. (September 6, 2023). SMAJ: A Pedagogical Model for Arts Entrepreneurship. Association for Popular Music Education. <https://www.popularmusiceducation.org/blog/smaj-a-pedagogical-model-for-arts-entrepreneurship/>

White, E., & Ruiz, J. V. (May 10, 2023). Do Academic Conferences Still Matter: Advice for Maintaining Entrepreneurialism, Authenticity, and Peace of Mind as a Student. Association for Popular Music Education. <https://www.popularmusiceducation.org/blog/do-academic-conferences-still-matter-advice-for-maintaining-entrepreneurialism-authenticity-and-peace-of-mind-as-a-student/>

Lee, D., & Ruiz, J. V. (March 5, 2023). IDF Principle: Ensuring Efficiency, Excellence, & Expedience During Creative Production Processes. Association for Popular Music Education. <https://www.popularmusiceducation.org/blog/the-idf-principle-insuring-efficiency-excellence-expedience-during-creative-production-processes/>

Ruiz, J. V. (October 3, 2022). Vanity or Viability: How Musicians Should Consider Their Streams. Association of Popular Music Education. <https://www.popularmusiceducation.org/blog/vanity-or-viability-how-musicians-should-think-about-their-streams/>

Ruiz, J. V. (November 18, 2019). A Letter to Aspiring Performing Artists: Music Business Advice. Association of Popular Music Education. <https://www.popularmusiceducation.org/blog/a-letter-to-aspiring-artists/>

Forum-Based Academic Research Articles — Published (Peer-Reviewed)

Kozhevnikova, J., & Ruiz, J. V. (August 10, 2022). José Valentino: The Entrepreneurial Approach to Jazz and Beyond. All About Jazz. <https://www.allaboutjazz.com/jose-valentino-the-entrepreneurial-approach-to-jazz-and-beyond-jose-valentino-ruiz>

Global Institute for Music Research’s (GIMUR) Forum-Based Academic Research Articles — Published (Peer-Reviewed)

The Global Institute for Music Research, an international consortium of universities spanning Europe, Asia, Africa, the Caribbean, the USA, Australia, and North America, is a comparably recent (2017) outlet for published scholarship. Although the term “forum” may be traditionally understood to invite a more

casual non-refereed style of writing, these forum publications are peer-reviewed and are so designated by the source.

Ruiz, J.V. (August 23, 2023). The Strategic Pulse of Music Marketing Campaigns. International Research Forum for Music Business & Innovation. <https://gimur.org/forums/discussion/the-strategic-pulse-of-music-marketing-campaigns/>

Ruiz, J.V. (August 21, 2023). Optimizing Art Business Outcomes Through Data Analytics — Part 2. International Research Forum for Music Business & Innovation. <https://gimur.org/forums/discussion/optimizing-arts-business-optimization-the-data-analytics-part-2/>

Ruiz, J.V. (August 21, 2023). Optimizing Art Business Outcomes Through Data Analytics — Part 1. International Research Forum for Music Business & Innovation. <https://gimur.org/forums/discussion/optimizing-art-business-outcomes-through-data-analytics-part-1/>

Ruiz, J.V. & Bourne, T. (August 19, 2023). The Future of Higher is Hiring Powerhouse Production Teams – Not Individuals. International Research Forum for Music Administration and Governance. <https://gimur.org/forums/discussion/the-future-of-higher-ed-is-hiring-powerhouse-production-teams-not-individuals/>

Ruiz, J.V. & Robertson, B. (August 18, 2023). Is Jazz + Entrepreneurship the Answer to Higher Education?. International Research Forum for Music Business & Innovation. <https://gimur.org/forums/discussion/is-jazz-entrepreneurship-the-answer-to-higher-education-2/>

Robertson, B. & Ruiz, J.V. (August 16, 2023). Innovator's Resilience: Confronting Backlash and Forging Academic Progress. International Research Forum for Music Administration & Governance. <https://gimur.org/forums/discussion/innovators-resilience-confronting-backlash-and-forging-academic-progress-2/>

Ruiz, J.V. (August 15, 2023). Beyond Titles and Résumés: Embracing Authenticity in the Professional Odyssey. International Research Forum for Music Business & Innovation. <https://gimur.org/forums/discussion/beyond-titles-and-resumes-embracing-authenticity-in-the-modern-job-market/>

Ruiz, J.V. (August 14, 2023). Flames of Change: 'Flower on Fire' Revolutionizing Latin Alternative Music. International Research Forum of Cross-Cultural Music & Issues. <https://gimur.org/forums/discussion/flames-of-change-flower-on-fire-revolutionizing-latin-alternative-music-2/>

Ruiz, J.V. (August 12, 2023). Brushstrokes of Leadership: Creating and Sustaining a High-Impact Creative Team. International Research Forum of Music Administration and Governance. <https://gimur.org/forums/discussion/brushstrokes-of-leadership-creating-and-sustaining-a-high-impact-creative-team/>

Ruiz, J.V. (August 12, 2023). Crafting Success: Navigating Creative Careers in a Dynamic Digital Landscape. International Research Forum of Music Business & Innovation. <https://gimur.org/forums/discussion/navigating-creative-careers-in-a-dynamic-digital-landscape/>

Ruiz, J. V. (July 15, 2023). Navigating the Intersection of Music and Multimedia: Unleashing the Power of Instagram for Artistic Expression and Collaboration. International Research Forum of Music & Multimedia Production. <https://gimur.org/forums/discussion/navigating-the-intersection-of-music-and-multimedia-for-artistic-collaboration/>

Ruiz, J. V. & Albert, J. (July 15, 2023). Convertir la Frustración en Enfoque: El Camino hacia la Libertad Empresarial Musical. International Research Forum for Music & Wellbeing. <https://gimur.org/forums/discussion/convertir-la-frustracion-en-enfoque-el-camino-hacia-la-libertad-empresarial-mus/>

Ruiz, J. V. (July 15, 2023). Embarkation: The Resiliency of Humanity Amid Covid-19 - A Testament to Collective Strength. International Research Forum for Music Improvisation & Composition. <https://gimur.org/forums/discussion/embarkation-the-resiliency-of-humanity-amid-covid-19-a-testament-to-collectiv/>

Ruiz, J. V. (July 15, 2023). Cuerdas de Corazón (Homenaje a Arturo Bermudez): An international Award-Winning Album in Honor of the Greatest Bassist of Puerto Rico. International Research Forum for Music Performance & Artistry. <https://gimur.org/forums/discussion/cuerdas-de-corazon-homenaje-a-arturo-bermudez-an-international-award-winning/>

Ruiz, J. V. (July 15, 2023). Navigating the Intersection of Music and Multimedia: Unleashing the Power of Instagram for Artistic Expression and Collaboration. International Research Forum for Music & Multimedia Production. <https://gimur.org/forums/discussion/navigating-the-intersection-of-music-and-multimedia-for-artistic-collaboration/>

Ruiz, J. V. (July 15, 2023). Maximizing Innovation and Enhancing Music Education: Addressing Budget Allocation Challenges. International Research Forum for Music Administration and Governance. <https://gimur.org/forums/discussion/the-future-of-higher-ed-is-hiring-powerhouse-production-teams-not-individuals/>

Global Institute for Music Research's (GIMUR) Forum-Based Academic Research Articles — In Press (Peer-Reviewed)

Ruiz, J. V. (In Press — December 2023). Valuing Artists as Partners in Music Manufacturing. International Research Forum for Music Business & Innovation.

Ruiz, J.V. (August 10, 2023). The Diverse Journey of the Modern Creative: Navigating Challenges and Refining Focus. International Research Forum of Music Business & Innovation.

Ruiz, J. V. (In Press — December 2023). The Philosophical Significance of Intercultural Music: Embracing Unity Through Harmonious Diversity. International Research Forum for Cross-Cultural Music & Issues

Ruiz, J. V. (In Press — December 2023). Unlocking the Potential of Experiential Learning and Learner-Centered Teaching in Music Management Education. International Research Forum for Music Pedagogy & Practice.

Ruiz, J. V. (In Press — December 2023). Exploring the Intersections: A Comparative Analysis of Music Education Philosophies in the United States and Puerto Rico. International Forum for Global Music Education.

Explanatory Journalism — Published (Non-Peer-Reviewed)

Ruiz, J.V. (July 21, 2023). Tony Bennett: The Timeless Visionary Who, With a Nod to American Musical Heritage, Embraced the Future. The Conversation. (32,000+ reads) <https://theconversation.com/tony-bennett-the-timeless-visionary-who-with-a-nod-to-americas-musical-heritage-embraced-the-future-210244>

University of Florida News. (May 18, 2022). Student Wins National Awards for Jazz Recordings. <https://news.ufl.edu/2022/05/downbeat/>

Ruiz, J. V. (December 7, 2021). Grammy Winner Explains Why Adele Is Right - Album Tracks Should Not Be Shuffled. The Conversation.

- This article received the highest number of reads among all other publications by UF faculty, with over 242,335 reads. It was also syndicated in various media outlets including Yahoo! News, Salon.com,

The Canadian, Univision, and numerous others. <https://theconversation.com/grammy-winner-explains-why-adele-is-right-album-tracks-should-not-be-shuffled-172472>

Ruiz, J. V. (April 28, 2016). The Future of Flute: Young Professionals Carving Their Own Path. The Flute Examiner. <https://thefluteexaminer.com/young-flute-professionals-carving-their-own-path/>

Academic Blogs — Published (Non-Peer Reviewed)

Leon, J.L. & Ruiz, J.V. (In Press). The H.E.A.R.T. Model for Inspiring Growth through Experiential Learning and Resilience in Music Education. National Association for Music Education Blog.

Pedro, G.B. & Ruiz, J.V. (March 7, 2024). Brazilian Pop: Shaping Global Music Ed. National Association for Music Education Blog. <https://nafme.org/blog/brazilian-pop-shaping-global-music-ed/>

Meyerowitz, A. & Ruiz, J.V. (February 23, 2024). C.O.N.N.E.C.T. Framework: Face-to-Face Networking for College Students. National Association for Music Education Blog. https://nafme.org/blog/the-connect-framework-face-to-face-networking-for-college-students/?fbclid=IwAR21Gg5Y_tjyEQaEGKUPvEItWJrlz4rDCWzsejCdNfLac0jN3orerEc-Q

Highfield, R. & Ruiz, J.V. (February 10, 2024). Integrating Fashion into Music Education. National Association for Music Education Blog. <https://nafme.org/blog/integrating-fashion-into-music-education/>

Duprey, C. & Ruiz, J.V. (October 31, 2023). Transforming Universities into Music Entrepreneurship Hubs. National Association for Music Education Blog. <https://nafme.org/blog/transforming-universities-into-music-entrepreneurship-hubs/>

White, E. & Ruiz, J.V. (September 6, 2023). Harnessing Digital Performance: Empowering Music Educators and Students for Global Artistic Reach. National Association for Music Education Blog. <https://nafme.org/blog/harnessing-digital-performance/>

Lee, D. & Ruiz, J.V. (August 10, 2023). Building a Path: Music Entrepreneurs and Advertisement Opportunities. National Association for Music Education Blog. <https://nafme.org/blog/building-a-path-music-entrepreneurs-and-advertisement-opportunities/>

Ruiz, J. V., & Shelton, C. (June 8, 2023) The Power of Fair Pay in the Music Industry: A Message & Lesson Plans for Music Educators. National Association for Music Education's Blog. <https://nafme.org/blog/the-power-of-fair-pay-in-the-music-industry/>

Ruiz, J. V. (October 30, 2019). 7 Suggestions for Better Time Management for Music Educators/Entrepreneurs. National Association for Music Education. <https://nafme.org/blog/7-suggestions-better-time-management-music-educator-entrepreneurs/>

Book Reviews — Published

Ruiz, J.V. (In Press) Review: "A Musician's Journey: Crafting Your Career Vision and Plan" by Jill Timmons." by José Valentino Ruiz. American Music Teacher Journal. <https://www.mydigitalpublication.com/publication/login.php?i=0&m=36833&l=1&sub=1&p=1>

Reviews — Published

Review: "5 Lessons on Teamwork as Inspired by The Beatles" by José Valentino, Chris Shelton, and Savanna Downing. Published at UF News and www.beatlesradio.com. (A review and analysis of Peter Jackson's documentary "Get Back," which premiered on Disney+). (January 10, 2022). <https://news.ufl.edu/2022/01/5-lessons-on-teamwork-as-inspired-by-the-beatles/>

Artist Interviews — Published

Adelfang, P. & Ruiz, J.V. (February 16, 2024). “Ramirez Reimagined: A Revolutionary Global Choir Album: Behind the Scenes with José Valentino.” NAXOS en Español. <https://www.youtube.com/watch?v=pO4TYF4Jx1l>

Catherin Shoichet (December 27, 2023). “A Music Milestone Reached This Year Reveals About How The US Is Changing.” CNN Entertainment. <https://www.cnn.com/2023/12/27/entertainment/spanish-language-songs-billboard-hot-100-milestone-cec/index.html>

Segarra, E. (November 16, 2023). “Were Latin Musicians Snubbed by the Grammys? Maybe. But They're Winning in Other Ways.” USA Today. <https://www.usatoday.com/story/entertainment/music/2023/11/16/latin-artists-industry-recognition-latin-grammys/71499909007/>

“Meet Dr. José Valentino” Canvas Rebel. (June 8, 2023). <https://canvasrebel.com/meet-dr-jose-valentino/>

“Gators Who Go Beyond Grammy Wins: UF Music Business & Entrepreneurship Degree Offers a New Model for Music Education” (February 21, 2023). <https://arts.ufl.edu/in-the-loop/news/gators-who-go-beyond-grammy-wins-uf-music-business-and-entrepreneurship-degree-offers-new-model-for-music-education/>

“Meet José Valentino” Canvas Rebel. (October 17, 2022). <https://canvasrebel.com/meet-jose-valentino/>

“Rising Star: Meet Dr. José Valentino.” VoyageTampa. (May 17, 2022). <http://voyagetampa.com/interview/rising-stars-meet-jose-valentino-of-new-tampa/>

“Music Beyond the Classroom: Interview with Latin Grammy® Winner, Jose Valentino Ruiz.” F-Flat Book. (November 27, 2019). <https://fflat-books.com/music-beyond-the-classroom-interview-with-latin-grammy-winner-jose-valentino-ruiz/>

“Classically Trained Flute Player—and Grammy®-Nominated Bassist—Is Preparing the Next Generation of Music Professionals!” by For Bass Players Only Magazine. (November 30, 2016). <https://forbassplayersonly.com/?s=Is+Preparing+the+Next+Generation+of+Music+Professionals>

“José Valentino: Multi-Faceted, Grammy Nominated Flutist” The Flute View. (April 28, 2016). <https://thefluteexaminer.com/jose-valentino/>

Opinion Editorials — Published

Ruiz, J.V. (October 28, 2023). Bad Bunny at Coachella Wasn't Just Fun to Watch. It's Part of a Revolution. The Miami Herald. <https://www.miamiherald.com/opinion/op-ed/article281091368.html>

Books, Co-authored — Published

Nieves, E. G. & Ruiz, J.V. (November 2, 2017). From The Lamp Vol. 1: Ego, Essence & Edification. Out The Lamp Publishing. <https://www.amazon.com/Lamp-Vol-Ego-Essence-Edification/dp/1979020264>

Valentino Ruiz, J., & Walker, J. (June 13, 2016). We Are One: An Exploration of Latin American Music: Play-along Book II. Flutistry Boston Co. https://www.flutistry.com/products/walker-valentino-we-are-one?_pos=2&_sid=68e715a6d&_ss=r

Valentino Ruiz, J., & Walker, J. (June 13, 2016). We Are One: An Exploration of Latin American Music: Play-along Book I. Flutistry Boston Co. https://www.flutistry.com/products/copy-of-walker-valentino-we-are-one-book-i?_pos=7&_sid=68e715a6d&_ss=r

Books, Edited — Published

Leon, J.L. (December 19, 2023). The Art of Trombone Practice & Performance. Dust & Ashes Publishing. https://www.amazon.com/Art-Trombone-Practice-Performance/dp/173604558X/ref=zg_bsnr_g_4548_sccl_2/136-7334565-7463533?psc=1

da Silva, J. (July 26, 2016). The Purpose, Power and Politics of Brazilian Christian Liturgy: A Theological and Missiological Analysis of the Life and Music of Father Jose Mauricio Nunes Garcia (1767-1830). J. V. Ruiz (Ed.). <https://www.amazon.com/Purpose-Politics-Brazilian-Christian-Liturgy/dp/1535462949>

N. Books, Edited — In Press

N/A

Books, Contributor of Chapter(s) — Published

Valentino, J., & Shelton, C. (August 8, 2022). The Entrepreneurial Approach to Performing and Recording Flute with Effects. The Electric Flute: A Beginner's Guide to Playing Flute & Effects. Melissa Keeling Publishing. <https://www.melissakeeling.com/store/p32/electricflute.html>

Herrera, C. (April 5, 2021). It's Performance Day! The Complete Interviews. In J. V. Ruiz (Contributing Author). Cathy Herrera (Author). JW Pepper/Theodore Presse Company. <https://www.jwpepper.com/It%27s-Performance-Day%21/11341155.item>

Books, Contributor of Chapter(s) — In Press

Ruiz, J. V., Bourne, T., & Ciulei, S. (In Press). Unveiling the Transformative Power of Intercultural Empathy: A Study of "Besame Mucho" in Afro Diasporic Music Production and Entrepreneurship. University of Florida's Center for Migration & Entrepreneurship Book. University of Florida Library Press.

Other - Published

Ruiz, J. V., et al. (November 19, 2021). Getting to the GRAMMY® and Beyond: An Insight to Student-Professor Collaborative Albums/Music Video Projects for Promoting Ecological Advocacy and Social Impact. Society of Arts Entrepreneurship Education Video Salon Series - 2023 Conference Proceedings. <https://societyaee.org/videoseries>

CONFERENCE RESEARCH PRESENTATIONS IN ARTS ENTREPRENEURSHIP (PEER REVIEWED)

International/National

Ruiz, J.V. (August 2, 2024). From Notes to Dollars (\$\$\$): Strategies for Monetizing Arts Business & Entrepreneurship Curricula. Musikfest Music Industry & Education Conference. Bethlehem, PA.

Ruiz, J.V., Nieves, E.G. (November 16, 2023). Music Production & Engineering Wing: Entrepreneurship in Action. Latin Academy of Recording Arts and Sciences Show. Sevilla, Spain.

Shelton, C., & Ruiz, J. V. (April 14, 2023). Pragmatical and Pedagogical Suggestions for Visually-Impaired Music Entrepreneurs. Society of Arts Entrepreneurship Education Conference. Online Conference.

Ruiz, J. V., Beckman, G., Hansen, J., Ragsdale, D., Taylor, A., & Kuhlke, O. (April 14, 2023). Beyond Professional and Field Development, What's An Academic Journal For And Is This Changing? Society of Arts Entrepreneurship Education Conference. Online Conference.

Valentino, J., Lee, D., Shelton, C., Bourne, T., Ciulei, S., Acevedo Jr., R., & Nieves, E. G. (April 14, 2023). Getting to the GRAMMY®s and Beyond (PART2): Music Entrepreneurship Curricula Meets the Red Carpet. Society of Arts Entrepreneurship Education Conference. Online Conference.

Bourne, T., Ruiz, J. V., & Sanders, J. (January 5, 2023). Exploring Collaborations Between Commercial Music and Traditional Opera Programs in Higher Education. National Association of Opera Conference. Houston, TX.

Ruiz, J. V. (July 1, 2022). Elohim for Three Guitars. International Guitar Foundation of America Conference. Indianapolis, IN.

DeVito, D., & Ruiz, J.V. (July 20, 2022). Teaching Popular Music Styles That Connect Neighborhood Music Traditions With A 99 Percent Minority Population Elementary School. International Society for Music Education World Conference. Sydney, Australia.

Ruiz, J. V., Gulish, S., et al. (June 2, 2022). Artist as Teachers: Exploring Authentic Ways of Learning & Teaching in Popular Music Education. Association of Popular Music Education Conference. Detroit, MI.

Kays, J., Ruiz, J. V., et al. (May 12, 2022). Writing for The Conversation: Panel Discussion. University Research Magazine Association Conference. Gainesville, FL.

Yazdanpanah, R., Ciulei, S., & Ruiz, J. V. (November 8, 2021). Felices Días: Producing a Remote-Recording Intercultural Album through Collaborative Leadership. Dartmouth College's Rockefeller Global Leadership Program Research Findings. Hanover, NH.

Ruiz, J. V. (October 23, 2021). Ella Jazz Across Cultures Sings Jobim. Brazilian Music Institute Conference. Gainesville, FL.

Ruiz, J. V., Lee, D., et al. (November 19, 2021). Getting to the GRAMMY® and Beyond: An Insight to Student-Professor Collaborative Albums Music Video Projects for Promoting Ecological Advocacy and Social Impact. Society of Arts Entrepreneurship Education Virtual Conference: Video Salon Series. Online Conference.

Reinhert, K., Ruiz, J. V., et al. (September 23, 2021). Popular Music Pedagogy: A Loving Critique. National Association for Music Education's Society of Music Teacher Education Conference. Greensboro, NC.

Ruiz, J. V., Scott, D. E., Diaz, J. A., & Gundersheimer, B. (January 21, 2021). The Making of 'Children of The World' Album: 80 musicians, 15 different countries, and 5 continents. National Association of Music Merchants (NAMM Show) Conference. Online Conference.

Herrera, C., Ruiz, J. V., et al. (July, 2020). Performance Day Rituals and Insights. National Flute Association Summer Series, Virtual. Online Conference.

Ruiz, J. V., & Tomasello, N. (October 18, 2019). An Insight on the Teaching of Entrepreneurship in Applied Music Lessons. Society of Arts Entrepreneurship Education Conference. Ames, IA.

Ruiz, J. V., & Muhammed, J. (February 7, 2019). Can Our Musicians Perceive the Difference?: Music Educators' and Music Students' Ability to Discriminate Deep Sampled versus Acoustic Instrumental Recordings. Suncoast Music Education Research Symposium. Tampa, FL.

Ruiz, J. V., Muhammad, J., Acevedo, R., Tomasello, N., & Almeida, L. C. (February 7, 2019). The Impact on Students' Learning and Competencies when Participating in a Student/Faculty Collaborative Album-Recording Project. Suncoast Music Education Research Symposium. Tampa, FL.

State/Local

Ruiz, J.V., Bourne, T., & Ciulei, S. (March 31, 2022). The Intertwining of Cross-Cultural & Cross-Generational Entrepreneurship via Music Media for Afro-Diaspora Empathy and Translatability. UF CAME Conference: African Entrepreneurship, and Beyond. University of Florida. Gainesville, FL.

Ruiz, J. V., & Hartz, B. (January 14, 2022). Improving Entrepreneurial Marketability. Florida Music Education Association Conference. Tampa, FL.

Penn, N., & Ruiz, J. V. (March 15, 2017). Lyrical Content Analysis and Perceptions of Female Pop Artists' Influence Among Music Listeners. International Women's Day International Research Summit. Lee University. Cleveland, TN.

CONFERENCE RESEARCH PRESENTATIONS IN ARTS ENTREPRENEURSHIP (BY INVITATION)

International/National

Ruiz, J. V. (June 16, 2022). Global Music Production and Entrepreneurship: How to Express It With Patience, Poise, and Power. International Jazz and Entrepreneurship Camp. Online Conference.

Valentino, J., Wilson, S., Arakawa, J., & Bourne, T. (April 2, 2022). Panel Consultation for Entrepreneurial Leadership. Music Industry Leadership Day at UF School of Music.

Onikeku, Q., Alli, H., & Ruiz, J. V. (December 10, 2021). Arts Entrepreneurship: Creating Success in a Covid Era. Digital Worlds Institute & Center of Arts, Migration, and Entrepreneurship.

“Cultivating Creative Arts Entrepreneurship & Globally-Inclined Leadership in a Post-COVID Digital Economy.”

This presentation provides empirically-tested practical strategies for navigating the post-pandemic era as an arts entrepreneur, specifically as a producer, audio engineer, composer, performer, and label executive. This presentation was given multiple times (Fall 2020 - Spring 2021).

International:

Universidad del Sagrado Corazón (March 29, 2021)
Conservatoria de Música de Puerto Rico (March 28, 2021)
University of Puerto Rico (March 27, 2021)
InterAmerican University of Puerto Rico (February 19, 2021)
Conservatory de la Ciudad Real (March 8, 2021)
Conservatorio Superior de Música de Madrid (February 21, 2021)
University of Sao Paulo in Brazil (February 18, 2021)
University of South Africa (February 3, 2021)

National:

John Hopkins University Peabody Institute (October 13, 2021)
Lamar University (September 18, 2021)
University of Southern California (July 16, 2021)

The Coburn School (July 15, 2021)
Coastal Carolina University (July 7, 2021)
University of Michigan (April 27, 2021)
West Virginia University (April 25, 2021)
The Juilliard School (March 18, 2021)
Stony Brook University (March 17, 2021)
Washington State University (March 14, 2021)
University of Texas at Rio Grande (March 12, 2021)
Wichita State University (March 3, 2021)
Slippery Rock University (February 26, 2021)
Talladega College (HBCU) (February 25, 2021)
University of Cincinnati College-Conservatory of Music (January 18, 2021)
Frostburg State University (October 23, 2020)

State:

Florida Atlantic University (October 18, 2020)
University of South Florida (October 15, 2020)

KEYNOTES IN ARTS ENTREPRENEURSHIP (BY INVITATION):

Ruiz, J.V. (August 2, 2024). Viability, Valient, and Vigor: A Victorious Approach to Entrepreneurship. Musikfest Music Industry & Education Conference. Bethlehem, PA.

Ruiz, J. V. (May 16, 2022). Compassionate Entrepreneurship for Today and Tomorrow. Altitude Academies. Port St. Lucie, FL.

Ruiz, J. V. (March 24, 2022). Digital Music Industry in the COVID-era: Promises and Potential for Enterprise Success. North Carolina State University. Raleigh, NC.

Ruiz, J. V. (February 28, 2022). Arts Entrepreneurship Research: A Pragmatic Approach for Students, Faculty, and Administration. The University of Iowa. Iowa City, Iowa.

Ruiz, J. V. (July 26, 2020). Preparing for Viable Musicianship Skills in a Globally-Connected Digital Economy. Beyond the Masterclass, University of Southern California. Los Angeles, CA. Online Conference.

Ruiz, J. V. (July 14, 2020). Best Marketing Practices for Production Enterprises via Digital Platforms in the Music Business 3.0. Global Music Production and Entrepreneurship Summit, Houston, TX. Online Conference.

Ruiz, J. V. (February 1, 2020). Relevancy as a Jazz Musician in Today's Online Music Industry. University of North Carolina Greensboro's Minerva Music Collective's Series. Greensboro, NC.

Ruiz, J. V. (February 27, 2020). Utilizing Music as an Entrepreneurial Tool for Global Missions and Community Outreach. Missions 2020 Conference: Missions & Entrepreneurship. Cooper Cty Church. in Ft. Lauderdale, FL.

Ruiz, J. V. (January 23, 2020). Scaling Your Career as a Performing Artist: Identity, Purpose, and Role. Caribbean Music Entrepreneurship Summit in Puerto Rico in San Juan, PR.

Ruiz, J. V. (October 7, 2019). Hispanics in Music Entrepreneurship: Expanding Our Reach to Impact The Next Generation of Latin Americans. Midlands Hispanic Conference. Omaha, NB.

Ruiz, J. V. (November 29, 2018). Journey as an Arts Entrepreneur in Today's Digital Age. Conservatory of The Arts, sponsored by The Puerto Rican Cultural Foundation, Springfield, MA.

Ruiz, J. V. (July 23, 2017). Beyond The Dream: Activating Your Artistic Identity and Thriving in the Music Industry. Paper presented at MAV's Artist Development Series at the Performing Arts Center at the University of The Bahamas in Nassau, Bahamas.

Ruiz, J. V. (May 19, 2017). The Power of Music in Musical Expressivity and Missiology for Constructing Entrepreneurial Identity. COG Bible College in Liberia, Africa.

State/Local

Ruiz, J. V. (January 27, 2023). Missiological Creativity from the Soul and Spirit. Florida Undergraduate Research Leadership Summit, University of Florida, Gainesville, FL.

Ruiz, J. V. (October 14, 2022). Esperanza Para El Alma (Hope for the Soul). Paper presented at Hillsborough County (Tampa Bay) Hispanic Heritage Month Annual Showcase, sponsored and created by the County Commissioners and Mayor.

Ruiz, J. V., Lee, D., & Downing, S. (October 24, 2021). An Entrepreneurial Approach to Facilitating Student-Professor Collaborative Research. Florida Statewide Best Practices for Undergraduate Research Symposium.

Ruiz, J. V. (February 25, 2021). How Jazz Entrepreneurs Can Reimagine Their Roles in the Local Community to Empower Identity and Purpose among Minority Populaces. Keynote presented for Hillsborough County's Black Heritage Month: All That Jazz: Bringing People Together through the Power of Jazz Music event. Virtual and televised. Broadcasted to 335,000 people.

Ruiz, J. V. (February 21, 2020). Steps Towards Unraveling Your Artistic Voice and Cultivating Your Niche in the Music Industry. Keynote address for the University of South Florida's School of Music's Convocation in Tampa, FL.

MASTER CLASSES IN ARTS ENTREPRENEURSHIP (BY INVITATION):

International/National

Ruiz, J.V. (February 23, 2024). Cross-Cultural Improvisational for High School Jazz Musicians. Great Plains Jazz Festival, Omaha, Nebraska

Ruiz, J.V. (February 23, 2024). Improving Musicianship within the Context of a Large Jazz Ensemble . Great Plains Jazz Festival, Omaha, Nebraska

Ruiz, J.V. (February 6, 2024). Creative Career Strategies for Music Entrepreneurship: Viabal, Valient, and Vigorous. Mount Holyoke College. Holyoke, Massachusetts.

Ruiz, J.V. (February 5, 2024). Navigating the Global Popular Music Industry Through Strategic Entrepreneurship with the Pursuit of Quality of Life. Babson College Arthur M. Blank School for Entrepreneurial Leadership. Boston, Massachusetts.

Ruiz, J.V. (Jun 31, 2023). From Studio to Stage: Live Recording Production. University of Nebraska at Omaha. Omaha, Nebraska.

Ruiz, J.V. (Jun 30, 2023). Mastering the Mix: Music Production and Audio Engineering. University of Nebraska at Omaha. Omaha, Nebraska.

Ruiz, J.V. (Jun 29, 2023). Sound Strategies: Music Business and Entrepreneurship. University of Nebraska at Omaha. Omaha, Nebraska.

Ruiz, J.V. (Jun 28, 2023). Studio Essentials: Music Production Tools and Techniques. University of Nebraska at Omaha. Omaha, Nebraska.

Ruiz, J.V. (Jun 27, 2023). The Artist's Journey: Music Production, Performance, and Branding. University of Nebraska at Omaha. Omaha, Nebraska.

Ruiz, J. V. (December 18, 2022). How To Build A Successful Independent Music Enterprise. Free Chapel College, Gainesville, Georgia.

Ruiz, J. V. (December 18, 2022). Improving Business Acumen When Working With High-Budget Media Productions. Free Chapel College, Gainesville, Georgia.

Ruiz, J. V. (December 18, 2022). Suggestions for Navigating an Arts Business within the Next Five Years. Free Chapel College, Gainesville, Georgia.

Ruiz, J. V. (December 17, 2022). Ethical & Moral Frameworks for Conducting Business: An Artists' Perspective. Free Chapel College, Gainesville, Georgia.

Ruiz, J. V. (October 5, 2022). Entrepreneurial Thinking and Practice in Higher Education. University of Nebraska at Omaha.

Ruiz, J. V. (October 5, 2022). Music Production Insights: Efficiency, Expedited, & Excellence. University of Nebraska at Omaha.

Ruiz, J. V. (September 16, 2022). Cultivating Creative Entrepreneurship & Globally Inclined Leadership in a Post-COVID Digital Economy. University of Wisconsin-Whitewater.

Ruiz, J. V. (September 16, 2022). Arts Entrepreneurship Research: A Pragmatic Approach for Students, Professors, and Administrators. University of Wisconsin-Whitewater.

Ruiz, J. V. (September 14, 2022). Flute Entrepreneurship: Musicianship that Connects with Consumers. University of Wisconsin-Whitewater.

Ruiz, J. V. (September 14, 2022). Flute Entrepreneurship: Improving Facets of the Performance Product. University of Wisconsin-Whitewater.

Ruiz, J. V. (July 8, 2022). Becoming a Music Entrepreneur for Others: The Removal of Self and the Embracing of Service. Diaz Music Institute's International Summer Music Series.

Ruiz, J. V. (March 27, 2022). Music Production Skills for Global Business Opportunities. Digital Music Entrepreneurship & Leadership Summit. Sponsored by HAPCO Foundation. Partnered with Alexion, Orlando Health®, Empire Finish Systems, LLC., and Ocoee Mayor Rusty Johnson.

Ruiz, J. V. (March 27, 2022). Digital Entrepreneurship in a Post-COVID Creative Economy. Digital Music Entrepreneurship & Leadership Summit. Sponsored by HAPCO Foundation. Partnered with Alexion, Orlando Health®, Empire Finish Systems, LLC., and Ocoee Mayor Rusty Johnson.

Ruiz, J. V. (March 27, 2022). Fortifying Your Artistry, Brand, and Business with Clear Incentives. Digital Music Entrepreneurship & Leadership Summit. Sponsored by HAPCO Foundation. Partnered with Alexion, Orlando Health®, Empire Finish Systems, LLC., and Ocoee Mayor Rusty Johnson.

Ruiz, J. V. (March 26, 2022). Social Entrepreneurship Skills to Help Communities through the Arts. Digital Music Entrepreneurship & Leadership Summit. Sponsored by HAPCO Foundation. Partnered with Alexion, Orlando Health®, Empire Finish Systems, LLC., and Ocoee Mayor Rusty Johnson.

Ruiz, J. V. (March 26, 2022). Strategies for Launching, Managing, and Growing Your Dream Career. Digital Music Entrepreneurship & Leadership Summit. Sponsored by HAPCO Foundation. Partnered with Alexion, Orlando Health®, Empire Finish Systems, LLC., and Ocoee Mayor Rusty Johnson.

Ruiz, J. V. (January 15, 2022). Music as a Tool for Ecological Activism: Producing Albums With a Mission. West Virginia University

Ruiz, J. V. (January 17, 2022). Developing an Artistic Business Identity from a Judeo-Christian Worldview. Liberty University.

Ruiz, J. V., Shelton, C., & Lee, D. (October 15, 2021). A Discussion about the Making of 'Embarkation: The Resiliency of Humanity Amid Covid-19'. Creative Resilience: Musicology Symposium.

Ruiz, J. V., & Lee, D. (October 15, 2021). First Water, Then Fire. Creative Resilience: Musicology Symposium.

Ruiz, J. V. (June 15, 2021). Music Production as an Integral Factor for Fortifying Musicians' Savvy and Portfolios. HAPCO International Jazz and Entrepreneurship Camp.

Ruiz, J. V. (July 25, 2020). Preparing for Viable Musicianship Skills in a Globally-Connected Digital Economy. Beyond the Masterclass, University of Southern California.

Ruiz, J. V. (July 16, 2020). Best Marketing Practices for Production Enterprises via Digital Platforms in the Music Business 3.0. Global Music Production and Entrepreneurship Summit. Houston, TX.

Ruiz, J. V. (February 1, 2020). Making a Meaningful Career as a Creative Professional. University of North Carolina at Greensboro's Minerva Music Collective's Series. Greensboro, NC.

Ruiz, J. V. (February 1, 2020). Becoming the Polymath Flutist. University of North Carolina Greensboro's Minerva Music Collective's Series. Greensboro, NC.

Ruiz, J. V. (January 31, 2020). Relevancy as a Jazz Musician in Today's Online Music Industry. University of North Carolina Greensboro's Minerva Music Collective's Series. Greensboro, NC.

Ruiz, J. V. (January 31, 2020). Musical Adaptability for Culturally-Contextual Worship and Education. Missions 2020 Conference: Missions & Entrepreneurship. Cooper City Church. Ft. Lauderdale, FL.

Ruiz, J. V., & Wooten, V. (January 8, 2020). The Business of Music as an Audience-Centered Performer. Jazz Education Network International Conference in Dallas, TX.

Ruiz, J. V., & Wooten, V. (January 8, 2020). Effective Communication Strategies between the Ensemble and their Audience. Jazz Education Network International Conference in Dallas, TX.

Ruiz, J. V. (January 5, 2020). Scaling Your Career as a Performing Artist: Identity, Purpose, and Role. Caribbean Music Entrepreneurship Summit in Puerto Rico in San Juan, PR.

Ruiz, J. V. (January 5, 2020). Innovation and Entrepreneurship Suggestions for Music Producers. Caribbean Music Entrepreneurship Summit in Puerto Rico in San Juan, PR.

Ruiz, J. V. (October 6, 2019). Hispanics in Music Entrepreneurship: Expanding Our Reach to Impact The Next Generation of Latin Americans. Midlands Hispanic Conference. Omaha, NB.

Ruiz, J. V. (June 19, 2019). Music Adaptability and Fluidity: Steps Towards Unraveling Your Artistic Voice and Cultivating Your Niche in the Music Industry. Diaz Music Institute National Global Music Workshop Series in Houston, TX.

Ruiz, J. V. (June 19, 2019). From the Lens of an Emmy Award Winning Record Producer: Suggestions for Producing Musical Compositions for Television and Albums. Diaz Music Institute National Global Music Workshop Series in Houston, TX.

Ruiz, J. V. (June 18, 2019). Devising Capstone Improvisations: A Pragmatic Approach for All Musicians. Diaz Music Institute National Global Music Workshop Series in Houston, TX.

Ruiz, J. V. (June 18, 2019). An Interactive Masterclass: Preparing Flutists for the Competitiveness of the Industry. Diaz Music Institute National Global Music Workshop Series in Houston, TX.

Ruiz, J.V. (June 18, 2019). Navigating a Career as a Musical Director, Performer, Composer, and Producer Within Music Business Paradigms. Diaz Music Institute National Global Music Workshop Series, Houston, TX.

Ruiz, J.V. (June 15, 2019). Devising Capstone Improvisations: A Pragmatic Approach for Jazz Musicians. San Francisco Flute Society, San Francisco, CA.

Ruiz, J.V. (June 14, 2019). Navigating a Career as a Musical Director, Performer, Composer, and Producer Within the Independent Music Business Paradigm. San Francisco Flute Society, San Francisco, CA.

Ruiz, J.V. (June 30, 2018). Music Business & Entrepreneurial Strategies for Millennial Generation. Conservatorio de Música de Puerto Rico. San Juan, PR.

Ruiz, J.V. (June 29, 2018). Cultivating Imagery-Based Improvisations for non-Jazz Musicians. Presentation conducted at the Conservatorio de Música de Puerto Rico. San Juan, PR.

Ruiz, J.V. (June 28, 2018). Embracing and Embedding Your Cultural Identity in Musical Worship. Presentation conducted at PIB Penha, São Paulo, Brazil.

Ruiz, J.V. (January 25, 2018) Two compositions "Smooth Thang" and "Indigo Skies" were world-premiered in front of 3,000 people, performed by renowned Smooth Jazz flutist Andrea Joi, at the NAMM Show.

Ruiz, J.V., Pérez, G. (January 11, 2017). Dance Your Flute Off. National Flute Association Convention in Minneapolis, MN.

Ruiz, J.V. (July 24, 2016). Cultivating Your Creative Identity: Discussions on Improvisation, Music Production, and Music Business. Presentation conducted at the Beyond The Master Class summer camp at The Colburn School, Los Angeles, CA.

State/Local

Ruiz, J.V. (February 11, 2022). Music Entrepreneurship Today: Digitizing Your Art(istry) and Career. Presentation conducted at St. Petersburg College. St. Petersburg, FL.

Ruiz, J.V. (August 18, 2021). University of Florida College of the Arts Fall Symposium Arts Entrepreneurship Panel. Gainesville, FL.

Ruiz, J.V. (February 8, 2020). Branding and Networking in the Music Business. St. Petersburg College Music Industry Recording Arts program. St. Petersburg, FL.

Ruiz, J.V. (October 17, 2018). 4 Stages to the Creative Process: Explorations, Improvisation, Documentation, and Delivery: Application for Independent Artists and Producers. St. Petersburg College. St. Petersburg, FL.

Ruiz, J.V. (November 28, 2018). An Exploration of Puerto Rican Rhythms, Dance, and Improvisation: Bomba & Plena. The Conservatory of The Arts - sponsored by The Puerto Rican Cultural Foundation - Springfield, MA.

Ruiz, J.V. (April 20, 2018). Establishing The Philosophical Foundation for Your Artistic Identity: A Basis for Pursuing Your Career With Purpose. Thornton School of Music, University of Southern California. Los Angeles, CA.

Ruiz, J.V. (April 16, 2018). Steps Towards Unraveling Your Artistic Voice & Developing Your Niche in the Music Industry. Presentation conducted at the University of Texas. Rio Grande Valley, TX.

Ruiz, J.V. (April 6, 2018). Mastering Live Performance: A Deeper Look Into Capturing The Highest Quality Sound, & Applying Stereo Imaging and Harmonic Enhancers. Radford University, VA.

Ruiz, J.V. (April 6, 2018). Crowdfunding for Music Entrepreneurs. Presentation conducted at Radford University, VA.

Ruiz, J.V. (April 6, 2018). Identity, Purpose, & Role: Cultivating the Foundation for Your Music Business. Guest Lecturer at Radford University, VA.

Ruiz, J.V. (April 5, 2018). Understanding Copyright, Mechanical Licenses, & Sync Licenses. Guest Lecturer at Radford University, VA.

Ruiz, J.V. (April 2, 2018). Savvy Tips for Thriving As A Music Entrepreneur in Today's Crazy Music Industry. Juilliard School of Music. New York, NY.

Ruiz, J.V. (March 18, 2018). The Power of Music for Dance & Visual Media. Guest Clinician at Jacksonville University, FL.

Ruiz, J.V. (November 14, 2017). Steps Towards Becoming More Creative in Music Worship Arts. COG Southeastern Hispanic Region's Youth Camp in Tifton, GA.

Ruiz, J.V. (July 13, 2017). Infusing Latin Musical Traditions within Millennial Music Traditions. Presentation conducted at COG Southeastern Hispanic Region's Youth Camp in Tifton, GA.

WORKSHOPS IN ARTS ENTREPRENEURSHIP (BY INVITATION)

International/National

Ruiz, J.V. (February 23, 2023). Jazz Fusion Entrepreneurship: Innovating Across Cultural Boundaries. El Conservatorio Marcos Redondo. Ciudad Real, Spain.

Ruiz, J.V. (November 20, 2023). Global Grooves: Building Business Bridges Through Music. El Conservatorio Marcos Redondo. Ciudad Real, Spain.

Ruiz, J.V. (November 20, 2023). Syncopated Strategies: Entrepreneurial Insights from Jazz and Global Music. El Conservatorio Marcos Redondo. Ciudad Real, Spain.

Ruiz, J.V. (November 20, 2023). The Art of Improvisation: Creative Problem-Solving for Entrepreneurs. El Conservatorio Marcos Redondo. Ciudad Real, Spain.

Ruiz, J.V. (November 20, 2023). Mastering Music Production: From Concept to Creation. El Conservatorio Marcos Redondo. Ciudad Real, Spain.

Ruiz, J.V. (November 20, 2023). Career Readiness for Aspiring Professionals: Building a Path in the Arts. El Conservatorio Marcos Redondo. Ciudad Real, Spain.

Ruiz, J.V. (November 20, 2023). Business Essentials for Creatives: Entrepreneurial Skills for Success. El Conservatorio Marcos Redondo. Ciudad Real, Spain.

Ruiz, J.V. (October 2022). The Entrepreneurial Side of Piano Performance Careers: What You Need To Know. Utah State University. Logan, UT.

Ruiz, J.V. (October 6, 2022). Business & Musicianship: Improvisational Tips for Improving Your Connection to Your Fan Base. University of Nebraska at Omaha. Omaha, NB.

Ruiz, J.V. (October 5, 2022). Improving Improvisation for Global Music Performances. University of Nebraska at Omaha. Omaha, NB.

Ruiz, J.V. (September 15, 2022). Cross-Cultural & Cross-Generational Musicianship Skills for the Multi-Hyphenate Music Entrepreneur. University of Wisconsin-Whitewater. Whitewater, WI.

Ruiz, J.V. (September 15, 2022). Getting to the GRAMMY@s and Beyond: How to Produce Musical Albums for Advocacy and Social Impact. University of Wisconsin-Whitewater. Whitewater, WI.

Ruiz, J.V. (September 14, 2022). Becoming Truly Free as a Musical Artist: 8 Strategies for Multi-Dimensional Output. University of Wisconsin-Whitewater. Whitewater, WI.

Ruiz, J.V. (September 14, 2022). A Viable Way of Teaching Popular Music Styles in Applied Lessons and in Music Education/Theory Classes. University of Wisconsin-Whitewater. Whitewater, WI.

Ruiz, J.V. (June 6, 2022). Digital Musicianship and Production: Applications of MIDI Keyboards. The University of Florida International Piano Festival. Gainesville, FL.

Ruiz, J.V. (June 18, 2019). Improvisatory Nuances: How to Switch from Funk, to Fusion, to Straight-Ahead Jazz, to Popular Music at a Moment's Notice. Presentation conducted at the Diaz Music Institute National Global Music Workshop Series in Houston, TX.

Ruiz, J.V. (November 10, 2018). Ideation, Creation, Execution, & Branding: Suggestions for Aspiring Music Entrepreneurs (for Instrumentalists and Vocalists). Greater Portland Flute Society. Portland, OR.

Ruiz, J.V. (August 9, 2018). Cultivating Your Artistic Identity & Establishing Your Niche In The Music Industry. University of Wisconsin-Eau Claire, Haas Fine Arts Center. Eau Claire, WI.

Ruiz, J.V. (July 8, 2018). Cultivating Imagery-Based Improvisations for non-Jazz Musicians. Conservatorio de Música de Puerto Rico. San Juan, PR.

Ruiz, J.V. (July 26, 2017). Learn to Improvise Using your Imagination! Ivory Global Management's 10th Annual Summer Music Camp at Nassau, Bahamas.

State/Local

Ruiz, J.V. (April 10, 2024). From Gig to Business: Entrepreneurial Ventures for Arts Professionals. Florida Atlantic University. Boca Raton, FL.

Ruiz, J.V. (April 9, 2024). Negotiating the Tune: Strategies for Artists in Business Deals. Florida Atlantic University. Boca Raton, FL.

Ruiz, J.V. (April 8, 2024). Innovate and Amplify: Product Innovation for Arts Entrepreneurs. Florida Atlantic University. Boca Raton, FL.

Ruiz, J.V. (April 8, 2024). Sound Strategies: Marketing Essentials for Musicians. Florida Atlantic University. Boca Raton, FL.

Ruiz, J.V. (April 7, 2024). Beyond the Stage: Monetizing Arts Innovations in the Digital Age. Florida Atlantic University. Boca Raton, FL.

Ruiz, J.V. (April 5, 2024). Bossa Nova Business: Harnessing the Soul of Brazilian Music for Entrepreneurial Growth. St. Petersburg College. St. Petersburg, FL.

Ruiz, J.V. (November 16, 2021). Managing a Multi-Hyphenate Music Entrepreneurial Career as an Independent Enterprise Owner. Presentation conducted at Azuza Pacific University. Azuza, CA.

Ruiz, J.V. (October 7, 2020). Suggestions for High-Quality Remote-Recording Music Production Services. Presentation conducted at Florida Atlantic University. Boca Raton, FL.

GUEST LECTURES AT THE UNIVERSITY OF FLORIDA

In addition to conducting workshops, master classes, and delivering keynotes, my colleagues at the University of Florida School of Music and I consistently engage in collaborative efforts to cover each other's classes, particularly when they address specialized subjects that intersect with our respective disciplines. This holistic approach to education is exemplified by my own practice of integrating teachings from the realms of music business, entrepreneurship, and production, thereby enriching the learning experience and offering a more comprehensive and applicable knowledge base to our students.

Fall 2023 and Spring 2024 Academic Year

Guest Lecturer for *Digital Musicianship & Production*

Guest Lecturer for *Music Production in Commercial Media*

Guest Lecturer for *Jazz Ensemble*

Guest Lecturer for *State of the School Event*

Guest Lecturer for *UF Christian Faculty Fellowship*

Fall 2022 and Spring 2023 Academic Year

Guest Lecturer for *Music in Higher Education*
Guest Lecturer for *Jazz, Hip Hop, and African Connections*
Guest Lecturer for *Research and Creativity*
Guest Lecturer for *Applied Voice Lessons*
Guest Lecturer for *Jazz Ensemble*
Guest Lecturer for *Musicology Colloquium*
Guest Performer for *State of the School Event*

Fall 2021 and Spring 2022 Academic Year

Guest Lecturer for *Introduction to Electro-Acoustic Music*
Guest Lecturer for *Voice Studio*
Guest Lecturer for *Flute Choir*
Guest Lecturer for *Music Production in Commercial Media*
Guest Lecturer for *Quest Course: Music and Emotion*

Fall 2020 and Spring 2021 Academic Year

Guest Lecturer for *Undergraduate Research & Creativity*
Guest Lecturer for *Creative Professional Lecture Series*
Guest Lecturer for *Large Jazz Ensemble I*
Guest Lecturer for *Advanced Musicianship Skills*
Guest Lecturer for *Concert Choir*
Guest Lecturer for *University of Florida NAfME Chapter Meeting*
Guest Lecturer for *Introduction to Music Research*
Guest Lecturer for *Voice Studio*
Guest Performer for *State of the School Event*
Guest Lecturer for *Electronic Music*
Guest Lecturer for *Bassoon Studio*
Guest Lecturer for *Sabbatical Replacement Mary Birkner's Flute Studio*
Guest Lecturer for *Jazz Theory Class*
Guest Lecture for *Advanced Musicianship Skills*
Guest Performer for *Guitar Studio*
Guest Lecture for *Music Theory I*

SELECTED ALBUMS & SINGLES

The following albums and singles have achieved international distribution, and I have contributed in a diverse range of roles. These roles include being a musician (playing the flute, bass, saxophone, piano, percussion, and serving as a vocalist and MIDI programmer), producer, executive producer, composer, arranger, recording engineer, mixer, mastering engineer, label executive, album artwork creator, and communications/marketing director. These multifaceted responsibilities directly stem from my position as a professor specializing in music business and entrepreneurship.

2023

Valentino, J. (October 20, 2024). *The Global Funk* [Global Contemporary Jazz]. JV Music Enterprises.

Valentino, J. (October 20, 2024). *Closer to Eternity* [Global Instrumental Music]. JV Music Enterprises.

Valentino, J., & University of Nebraska at Omaha Jazz Ensemble 1 featuring Paquito D'Rivera. (June 1, 2024). *We Are Uno* [Latin jazz Big Band]. JV Music Enterprises.

Araya, C. & Valentino, J. (May 31, 2024). *Bolling Goes South: Suite for Flute & Latin Music Ensemble*. JV Music Enterprises.

Fung, C.V., Valentino, J., G.Nie, E. (September 5, 2023) Fung Flow [Conscious Rap]. JV Music Enterprises.

Battistini, L. & Valentino, J. (August 29, 2023). Keys to the Groove [Latin Jazz]. Hands in Motion Music Productions & JV Music Enterprises.

Valentino, J., & Acevedo Jr., R. (May 21, 2023). Eternal Power [Latin Jazz]. JV Music Enterprises.

Sophia (May 21, 2023). Acuerdate y Cantemos [Children's Music]. NB Music.

Avich, R. (May 21, 2023). Tres. [Instrumental]. My Cuban Music LLC.

Valentino, J. (May 21, 2023). Cuerdas de Corazón [Instrumental]. JV Music Enterprises.

Lee, D. & Ruiz, J. V. (March 18, 2023). In the Twinkling of an Eye [Global Jazz]. JV Music Enterprises.

Hodges, L. (March 10, 2023). Solace (part 1) [Sacred Classical Music]. Mark Records.

Lee, D., & Valentino, J. (February 27, 2023). Bishop Lee Blues. JV Music Productions.

Valentino, J. (January 5, 2023). Amazing Grace. JV Music Enterprises.

2022

Valentino, J., Lee, D., & Bourne, T. (December 24, 2022). I Surrender All (O Come All Ye Faithful and Silent Night). JV Music Enterprises.

Gulish, S., McWilliams, N., & Ruiz, J. V. (December 24, 2022). Another Holiday. F-Flat Books.

Moons for Eyes (November 30, 2022). Moons for Eyes.

Suarez A., V. (October 14, 2022). Iter Vitae [Ambiance Music]. NB Music.

White, E., & Ruiz, J. V. (October 3, 2022). Calm Focus [Global Music-Jazz]. JV Music Enterprises.

Lowe, S., Ruiz, J. V., & Lee, D. (October 2, 2022). The Funky Bassoon [Acoustic Funk]. JV Music Enterprises.

Sophia (September 28, 2022). We Are All Going To The Music Party [Children's Music Album]. NB Music.

Valentino, J., & Shelton, C. (August 17, 2022). Jubilee [Contemporary Electro-Acoustic Improvisational Music]. JV Music Enterprises.

Shelton, C. (August 28, 2022). Serpent Mound [Contemporary Classical & Electronic Music]. Shelton Music LLC.

Valentino, J., & Lee, D. (August 25, 2022). A Distant Walk [Jazz Fusion Single]. Lee Music.

Battistini, L. (August 20, 2022). Final Destination [Latin Jazz]. Hands in Motion.

Battistini, L. (August 20, 2022). Upsilon [Latin Jazz]. Hands in Motion.

Valentino, J., & Lee, D. (August 14, 2022). Drumming River [Jazz Fusion Single]. Lee Music.

Valentino, J. (June 17, 2022). Incorruptible [Jazz Fusion Single]. JV Music Enterprises.

Valentino, J. (June 17, 2022). Venting [Jazz Fusion Single]. JV Music Enterprises.

Cano, D. (May 29, 2022). Ese Amor (Homenaje al Género Tejano) [Tejano]. Delia Cano Music.

Miranda, B., Pinheiro, T., & Ruiz, J. V. (May 29, 2022). Instrumentals for the King [Contemporary Christian Instrumental Jazz]. Bruno Miranda Music / JV Music Enterprises.

Sophia (May 29, 2022). A la Fiesta de la Music Vamos Todos [Children's Music Album]. NB Music.

Suarez A., V. (May 29, 2022). Emotions [Meditative Album]. NB Music / JV Music Enterprises.

Bourne, T., Ruiz, J. V., & Ciulei, S. (February 6, 2022). Bésame Mucho [Afro-Latin folk music]. Bourne Music Group.

Valentino, J., & five student composers (January 15, 2022). College of the Arts' Podcast with Dean Onye Ozuzu Jingles.

2021

Scott, D. feat. Ruiz, J. V., Perkinson, S., & Lee, D. (August 15, 2021). A Carpenter from Chicago [Vocal Jazz Album]. JV Music Enterprises.

Valentino, J., & Lee, D. (July 16, 2021). The Unctioning [Global Music Single]. JV Music Enterprises.

Valentino, J., & Miranda, B. (May 25, 2021). Embarkation: The Resiliency of Humanity Amid Covid-19 [Contemporary Classical Instrumental Album]. JV Music Enterprises.

Valentino, J., & Miranda, B. (May 25, 2021). Embarkation: The Resiliency of Humanity Amid Covid-19 [Contemporary Classical Composition Single]. JV Music Enterprises.

Valentino, J., Perkinson, S., & Acuña, A. (May 22, 2021). Rompiendo Fronteras: Breaking Boundaries [Latin Jazz Album]. JV Music Enterprises.

Kesling, W., Evans, C., & Ruiz, J. V. (May 19, 2021). UF presents Ramirez Reimagined: Misa Criolla & Navidad Nuestra [Classical Album]. JV Music Enterprises.

Maharajah Flamenco Trio (May 17, 2021). Felices Días [Flamenco Album]. Maharajah Productions / JV Music Enterprises.

Valentino, J. (May 16, 2021). Spirit [Jazz Album]. JV Music Enterprises.

Rivera, R., Ruiz, V., & Valentino, J. (May 16, 2021). Familia: A Long-Awaited Dream Come True [Funk Instrumental Album]. JV Music Enterprises.

Valentino, J. (April 23, 2021). Mighty & Courageous (Pops Orchestra Music - Official Theme Song for USF Alumni Association). JV Music Enterprises.

Valentino, J. (September 14, 2021). The Throne Room of God [Global Ethnodoxological Single]. JV Music Enterprises.

El G. Nie feat. Valentino, J. (February 16, 2021). Quedas Allá [Hip-Hop Album]. El G.Nie Music Inc.

La Paris All-Stars (October 12, 2021). Ven A Gozar Los Escojidos Vol. 2 [Salsa Album]. JV Music Enterprises.

Tremura, W., & Lee, R. (November 19, 2021). The Art of Music [Latin Folk Music/Instrumental Album]. Mark Records.

Witt, M., & City of Prague Philharmonic (September 27, 2021). Viviré [Christian Music Album]. CanZion Inc.

Valentino, J. (September 30, 2021). Open The Eyes of My Heart [Smooth Jazz Single]. Hands In Motion Inc.

2020

Miranda, B., & Valentino, J. (May 29, 2020). His Power [Instrumental Gospel Music]. JV Music Enterprises.

G, Mister, Valentino, J. (May 29, 2020). Ritmo y Rima [Activism-based Family/Educational Album]. JV Music Enterprises.

Sophia (May 30, 2020). A Jugar Musica [Children's Music Album]. NB Music / JV Music Enterprises.

Ambos Hemisferios (May 30, 2020). Latinas [Folk Album]. NB Music / JV Music Enterprises.

Origami (May 30, 2020). Musica Clasica, Musica Magica Vol. 1 [Children's Music Album]. NB Music / JV Music Enterprises.

Ximenes Bringas & Internacional Orquesta La Tipica (May 30, 2020). Contigo El Amor [Salsa Album]. NB Music / JV Music Enterprises.

Cortez, J., & Los Gerederos del Bolero (May 30, 2020). Nuestro Legado [Traditional Tropical Album]. NB Music / JV Music Enterprises.

Sophia (May 30, 2020). Mexitango [Tango & Mexican Ballad Hybrid Album]. NB Music / JV Music Enterprises.

Lopez, C. F. (May 2020). Lignarius (featuring the City of Prague Philharmonic) [Classical Music Album]. L Music. Distribution: Sony Music Inc.

La Paris All-Stars (November 29, 2020). R&B and Pop Hits in Salsa [Salsa-R&B Album].

La Paris All-Stars (November 18, 2020). Carless Whispers (Salsa Version) [Salsa, R&B].

Breidenstine, J. (November 12, 2020). Look To The Sky [Straight-Ahead Jazz Album]. Breidenstine Music Inc.

Mister G & the Global Citizen Ensemble (featuring UF Students) (August 27, 2020). Children of The World [Activism-based Family/Educational Album]. Coil Records.

Richards, P. (November 3, 2020). Rough Translation [Progressive Rock Album]. Meyer Music.

Valentino, J. (December 11, 2019). Christmas with Jose Valentino [Christmas Instrumental Music]. JV Music Enterprises.

2019

Delgado, J. (May 6, 2019). Todo Pasa [Contemporary Christian Music in Spanish Language]. Pristine Music.

Valentino, J. (May 1 2019). Real & Raw: Live Session (Volume 1) [Jazz Funk Fusion]. JV Music Enterprises.

Miranda, B., & Valentino, J. (May 1 2019). His Presence [Gospel Music]. JV Music Enterprises.
O Som Do Jazz with Valentino, J. (January 28, 2019). GO! [Brazilian Jazz Album]. David Ross Manson Music.

Varela, V. (January 14, 2019). La Rumba No Se Acaba [Salsa Album]. Verny Valera Music.

2018

Martí, A. (December 9, 2018). Mundo [Latin Jazz/World Music Album]. Alexey Martí Music.

Valentino, J., & Nie, E. G. (May 27, 2018).

Shade and Color [Hip Hop Album]. JV Music Enterprises / Worldwind Music Ltd.

2017

Valentino, J. (May 23, 2017). Ahora Más Que Nunca [Latin Jazz Album]. JV Music Enterprises.

Miranda, B. Trio with Valentino, J., & Pitts, J. (May 22, 2017). Chapter II [Contemporary Instrumental Album]. Bruno Miranda Music.

Martí, A. (May 8, 2018). Travesía [Latin Jazz/World Music Album]. Alexey Martí Music.

Newsome, J. (May 12, 2017). My Heart [Pop Album]. Jay Newsome Music.

Gualo (April 21, 2017). The Other Side of Love Songs [Singer-Songwriter Album]. Gualo Music & Sound LLC.

Guzman, V. (July 8, 2017). Song of The Whale [Meditation Music Album]. Syren Productions.

2016

Valentino, J., & Walker, J. (June 16, 2016). We Are One: An Exploration of Latin American Music [Global Music]. JV Music Enterprises.

Valentino, J. (May 3, 2016). Expressions: The Jazz Piano Album [Jazz Piano Album]. JV Music Enterprises.

Valentino, J. (May 3, 2016). A Walk With God [Smooth Jazz Album]. JV Music Enterprises.

Valentino, J., & Pitts, J. (May 2, 2016). Remembering [Jazz Instrumental Album]. JV Music Enterprises.

Valentino, J. (May 1, 2016). Soul Speaks: A Lyrically-Soloistic Bass Project [Contemporary Instrumental Album]. JV Music Enterprises.

Miranda, B. (May 2016). MOSAICO [Global Instrumental Album]. Bruno Miranda Music.

Valentino, J. (June 1, 2015). A Traveler's Journey [Global Jazz Album]. JV Music Enterprises.

2015

Valentino, J. & The Latin Jazz Ensemble featuring Hidalgo, G. (March 26, 2015). I Make You Want To Move [Latin Jazz Album]. JV Music Enterprises.

REFEREED ALBUMS/SINGLES BY THE NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES (GRAMMY® AWARDS) AND THE LATIN ACADEMY OF RECORDING ARTS AND SCIENCES (LATIN GRAMMY® AWARDS) NOMINATION CONSIDERATION BALLOT:

The following albums were peer-reviewed and admitted by the National Academy of Recording Arts and Sciences and Latin Academy of Recording Arts and Sciences Screening Committee for Grammy® and Latin Grammy® Award Nomination consideration. All ballot information (including dates) is made exclusively available to voting members of the academies:

"Eternal Power" by José Valentino & Robert Acevedo Jr.

"In the Twinkling of an Eye" by José Valentino & Derris Lee

"Tres" by Renesito Avich

"Acuerdate Y Cantemos" by Sophia

"Viviré" by Marcos Witt

"Iter Vitae" by Vladimir Suarez A.

"Ese Amor (Homenaje al Género Tejano)" by Delia Cano (Tejano)

"Instrumentals for the King" by Bruno Miranda & Thiago Pinheiro featuring José Valentino, Derris Lee, and Giovanni Pérez

"A la Fiesta de la Music Vamos Todos" by Sophia

"Emotions" by Vladimir Suarez A.

"A Carpenter from Chicago" by Donna Scott feat. José Valentino, Shawn Perkinson, and Derris Lee

"The Unctioning" by José Valentino & Derris Lee

"Embarkation: The Resiliency of Humanity Amid Covid-19" (The Album) by José Valentino and Bruno Miranda

"Embarkation: The Resiliency of Humanity Amid Covid-19" (The Composition) by José Valentino and Bruno Miranda

"Rompiendo Fronteras: Breaking Boundaries" by José Valentino, Shawn Perkinson, and Alex Acuña

"UF presents Ramirez Reimagined: Misa Criolla & Navidad Nuestra" by Willard Kesling, Cory Evans, and José Valentino

"Felices Días" by Maharajah Flamenco Trio

"Spirit: A Solo Jazz Flute Album" by José Valentino

"Familia: A Long-Awaited Dream Come True" by Raymond Rivera, Valentin Ruiz, and José Valentino

"His Power" by Bruno Miranda & José Valentino

"Ritmo y Rima" by Mister G y José V.

"Christmas with Jose Valentino" by José Valentino

"Real & Raw: Live Session (Volume 1)" by José Valentino

"His Presence" by Bruno Miranda & José Valentino

"Ahora Más Que Nunca" by José Valentino

"We Are One: An Exploration of Latin American Music" by José Valentino & Jim Walker

"Expressions: The Jazz Piano Album" by José Valentino

"A Walk With God" by José Valentino

"Remembering" by José Valentino & Jesse Pitts
"Soul Speaks: A Lyrically-Soloistic Bass Project" by José Valentino
"A Traveler's Journey" by José Valentino
"I Make You Want To Move" by José Valentino & The Latin Jazz Ensemble featuring Giovanni Hidalgo
"Chapter II" by Bruno Miranda Trio
"Mosaico" by Bruno Miranda
"A Jugar Musica" by Sophia
"Latinas" by Ambos Hemisferios
"Musica Clasica, Musica Magica Vol. 1" by Origami
"Contigo El Amor" by Ximenes Bringas & Internacional Orquesta La Tipica
"Nuestro Legado" by Javier Cortez y Los Gerederos del Bolero
"Children of The World" by Mister G and the Global Citizen Ensemble
"Mexitango" by Sophia
"Lignarius" by Carlos Fernando Lopez
"Todo Pasa" by Juan Delgado
"Mundo" by Alexey Martí
"The Other Side of Love Songs" by Gualo
"Song of The Whale" by Viviana Guzman

SELECTED CRITICAL REVIEWS OF MY ALBUMS & SINGLES AS PRODUCER & ENGINEER

"The Art of Music" by Welton Tremor & Randy Lee received a positive review in the International Trumpet Guild Journal (June 1, 2022). The album was praised for its beautiful combination of trumpet, flugelhorn, piccolo trumpet, and guitar, featuring a diverse range of Brazilian, Argentinian, and Latin-inspired selections. The review highlighted Randy Lee's stylistic vibrato, lyricism, ornamentation, commanding technique, and range, which added an exciting flair to the album. Lee's sensitive phrasing perfectly complemented Welton Tremor's gorgeous and resonant voice, creating a recording filled with passion and expression.

"Music Clásica, Música Magica, Vol. 1" by Origami (November 29, 2021), where I served as the producer, recording engineer, and flutist, garnered 21 international reviews from renowned radio stations, TV talk shows, TV news shows, and newspapers in various countries across Latin America, Canada, and the USA. <https://acrobat.adobe.com/link/review?uri=urn%3Aaaid%3Aascds%3AUS%3A74f5dd94-be08-4458-b52c-d5f45fab87cb>

"The Resiliency of Humanity Amid COVID-19" by José Valentino & Bruno Miranda was reviewed by Lacken Emerson in The Flute View Magazine (July 1, 2021).

"The Message Behind the Latin GRAMMY® Award Winning Composition, 'SACRE': A Contemporary Classical Composition Advocating for Cultural and Societal Dialogue" was featured in The Chronicle of Higher Education's Daily Briefing (November 2020). <https://thefluteview.com/2021/07/cd-review-jose-valentinos-the-resiliency-of-humanity-amid-covid-19/>

DOCUMENTARIES PRODUCED

"Visions & Action: A Way of Entrepreneurship" is a documentary directed and produced by Lannie Battistini & José Valentino. In this film, I served as the director and producer, offering insights into the world of entrepreneurship and showcasing inspiring stories of individuals who have made their mark in the industry. (April 10, 2023).

"Getting to the GRAMMY®s and Beyond (Part 2): Music Entrepreneurship Curricula Hits the Red Carpet" is a documentary. As the director and producer, I shed light on the journey of music entrepreneurship and the impact of music education on aspiring artists. (March 26, 2023)

“The Asylum” is a documentary by MV Productions, which premiered at Coral Gables Arts Cinema. In this project, my role involved contributing as the film composer, adding a captivating musical dimension to the documentary's exploration of a compelling subject. (August 21, 2022).

“Felices Días: Creating a Hope-Driven Flamenco Album Amid a Global Catastrophe” is a documentary by HAVE Productions, Maharajah Productions, and JV Music Enterprises. In this film, I contributed as the film producer and music producer and took on a lead role. The documentary provides an intimate look into the creative process behind making a flamenco album during challenging times. (July 18, 2021).

“Getting to the GRAMMY® and Beyond: An Insight to Student-Professor Collaborative Albums/Music Video Projects for Promoting Ecological Advocacy and Social Impact” is a documentary by JV Music Enterprises. As the film director, producer, and composer, I delve into the innovative collaborations between students and professors that result in impactful albums and music video projects advocating for ecological awareness and social change. (November 21, 2021).

“Art Vessel” is a documentary aired on PBS, produced by MV Productions. In this project, my roles included serving as the music producer, saxophonist, and recording engineer, contributing to the overall artistic quality of the documentary. (January 17, 2018).

“GUALO: The Other Side of Love Songs - Behind The Music” is a documentary by MV Productions. In this film, I took on a lead personality and musician role, providing insights into the creative process and the story behind the love songs presented in the documentary. (March 3, 2016).

“Imrpov Island” is a documentary directed by Todd Wiseman Jr. I served as the film composer. (May 10, 2009)

PROMOTIONAL VIDEOS PRODUCED

“Sefarad Winds Official Promotional Video”: Served as Director, Producer, and Protagonist. Produced by JV Music Enterprises. (January 15, 2024)

"UF School of Music Promotional Videos": Served as Director, Producer, Editor, and Composer. (March 1, 2023).

"UF School of Music Jazz Studies Program's Promotional Videos (15 videos)": Served as Co-producer. (February 20, 2023).

"Scent of Set" by Hayden5: Served as Composer, Producer, Multi-Instrumentalist (drums, bass, guitar), and Audio Engineer. Produced by Hayden5. (December 11, 2022).

"Eleven Madison Home's Official Promotional Video" by Hayden5: Served as Composer. (April 13, 2022).

"The Future of Production" by Hayden 5: Served as Music Producer and Composer for Hayden 5's official promotional video. (December 14, 2020).

MUSIC VIDEO PRODUCTIONS PRODUCED

“Highland Serenade”: Served as Director, Performer, Composer, Producer, and Protagonist. Produced by JV Music Enterprises. (January 15, 2024)

PBS's "Sounds of the Season: A Celebrations" by UF Symphony Choir: Served as Flutist, Saxophonist, Arranger, and Assistant Producer. Recorded by WUFT Media. (December 9, 2022).

"Oh Korea!" by UF Concert Choir: Served as Producer, Mixing Engineer, and Mastering Engineer. Video recorded by WUFT. (November 21, 2022).

"Funky Fusion Flute Flix" Series with José Valentino: Sponsored by Trevor James Flutes UK Ltd. Contributed as Artist, Producer, and Composer. Recorded at Rimshot Studios. (August 29, 2022).

"Drumming River" by Derris Lee: Served as Producer, Executive Producer, Arranger, Director, & Audio Engineer. (October 16, 2022).

"Embarkation: The Resiliency of Humanity Amid Covid-19 - The Animated Video" by José Valentino, Bruno Miranda, Mayorling Soto, and Gabriela Soto. (August 23, 2021).

"Two Brothers Reunited" by José Valentino & Robert Acevedo Jr., on Tik Tok: Served as Artist, Bassist, Composer, Producer, and Director. Reached 2.1 Million views. (September 8, 2021).

Music Videos for Maharajah Flamenco Trio's album, "Felices Días": Served as Producer (May 22, 2021)

- Hey Yidaki
- Felices Días
- El Mar Negro

Five UF Big Band Videos: Served as Co-Producer, Mixing Engineer, & Mastering Engineer. To View: www.ufjazz.com. (Released on various dates as a series between August 2020 - July 2022)

PBS's "Sounds of The Season: A Caroler's Gift: Conquering Covid with a Carol": Served as Lead Music Producer, Supervisor of Music and Audio Production, and Mastering Engineer. Media Production by WUFT. (December 21, 2020).

"So Dance: Te Necesito" by José Valentino and Scott Wilson: Served as Saxophonist, Flutist, Bassist, Vocalist, Keyboard Synth Player, Programmer, Composer, Lyricist, Producer, Recording Engineer, Mixing Engineer, Mastering Engineer, and Editor. (December 3, 2020).

"The Happy Flutist Compositions" Series by José Valentino: Served as Artist, Flutist, Composer, and Producer. (August 1, 2019).

"Live at Paris Studios: José Valentino Trio w/ Bruno Miranda and Jesse Pitts" Series: Served as Composer, Arranger, Bandleader, Flutist, Bassist, Percussionist, Mixing Engineer, and Mastering Engineer. (June 14, 2019).

"Saxy Hip Hop Sessions" by Trevor James Flutes UK Ltd: Served as Artist, Saxophonist, and Music Producer. Collaboration with rapper El G. Nie and producer Gualo. (June 6, 2016).

"The Acoustic Session: José Valentino & Gualo" by Trevor James Flutes UK Ltd: Served as Artist and Flutist, and Music Producer. (June 3, 2016).

"The iPad as a Musical Instrument" by Touch (USF's iPad Ensemble): Served as iPadist. TEDx Talk. (January 11, 2014).

COMMISSIONED COMPOSITIONAL WORKS

Internationally Distributed

"Highland Serenade" for Solo Flute by José Valentino. Genre: Contemporary Classical. Composed for Sefarad Winds LLC. in Puerto Rico. Publisher: JV Music Enterprises.

"The Horns in Havana" by José Valentino. Genre: Latin jazz. Composed for the UF Horn Choir. Publisher: JV Music Enterprises. (In Progress. World premiered in Fall 2024).

"The Promise Foretold" for Trombone, Marimba, Piano, and Three Percussionist by José Valentino. Genre: Contemporary Classical. Composed for Jemmie Robertson. Publisher: JV Music Enterprises. (Completed. World premiered in Fall 2024).

"The Ox" by José Valentino. Genre: Contemporary Instrumental/Electronic Dance Music. Publisher: JV Music Enterprises. World-Premiered for the University of Florida School of Music's Cadenza Event (March 2023).

"ELOHIM (אלוהים)" for Three Acoustic Guitars by José Valentino Ruiz. Included in "Work in the GFA Spotlight Series, Volume 3." Label: JV Music Enterprises. Publisher: Production D'Oz. (March 20, 2022).

"Embarkation: The Resiliency of Humanity Amid Covid-19" by José Valentino Ruiz & Bruno Miranda (Contemporary Classical Composition). Published by JV Music Enterprises. (May 21, 2021).

"STEADFAST" by José Valentino Ruiz. Genre: Quazi-Jazz Contemporary Classical Composition. Served as saxophonist, composer, producer, audio engineer, and marketing team. Published by JV Music Enterprises. (February 17, 2021).

"SACRE" by Carlos Fernando Lopez & José Valentino Ruiz. Genre: Contemporary Classical Composition. Served as Flutist and Composer. Label & Publisher: L Music. Distribution: SONY Music Inc. (May 25, 2020).

COMPOSER FOR FEATURED FILM

"The School Duel" directed by Todd Wiseman Jr. Served as Composer, Music Producer, Music Editor, and Extra Actor. Executive Produced by TSD LLC. and Screen Actors Guild (SAG) Grant. (Release date TBD).

"Sun Belt Express" is a feature film directed by Evan Exbaum. I contributed as a composer and music producer, and audio engineer for several of the tracks (January 10, 2014).

SUBSTANTIAL CAREER AS A PERFORMER

In addition to my work in production and academic scholarship in music business and entrepreneurship, I have a thriving career as a performer, having participated in over 1400 concerts across Africa, Latin America, Europe, Canada, Turkey, and the U.S.A. since 2003 to the present day. I give concerts featuring various styles of music and premiering my own compositions from the albums I produce for both me and other artists. I work closely with strategic marketing teams to promote events effectively. Often, I serve as the music director and ensemble manager with the responsibility for guiding the artistic direction and managing the ensemble. Additionally, I am hired to develop promotional materials for the concerts and serve as a liaison between the media production team and the artists. This collaborative effort aims to provide artists with valuable products that can be leveraged for other opportunities. Hence, my passion lies in combining my expertise in music business and entrepreneurship, performance, and production to deliver heartfelt concerts and support the growth and success of fellow artists.

Selected National & International Concerts (as a multi-instrumentalist, composer, and/or arranger)

Musikfest 2024. "José Valentino & The Global Funk." August 3, 2023) — The nation's largest non-gated free music festival.

Uptown Music Festival in Tampa, FL. José Valentino & Charlton Singleton Band. (May 25, 2024).

Hoot/Wisdom Recordings 20th Anniversary Concert. "Bujo Azul Live in Concert." Served as Bass Guitarist. April 6, 2023)

Hoot/Wisdom Recordings 20th Anniversary Concert. "José Leonardo Leon & José Valentino Duo." Served as Flutist. April 6, 2023)

St. Petersburg Jazz Festival. "O Som Do Jazz featuring Rafael Pereira & José Valentino." Served as headliner, flutist, saxophonist, and vocalist. (April 5, 2024)

Carnegie Hall in New York, NY. "A Grand and Festival International Choral Christmas Concert" directed by Will Kesling. Served as one of the featured artists (December 19, 2023).

Igreja Batista da Paz. Christmas Worship Concert: José Valentino & IBP Worship Live. Sao Paolo, Brazil & Tampa, FL (December 17, 2023).

Conservatorio Marcos Redondo en Ciudad Real. José Valentino, Thaddaeus Bourne, Silviu Ciulei in Concert. Ciudad Real, Spain (November 20, 2023).

Free Chapel's "Christmas Spectacular." Saxophonist and Flutist. Gainesville, Georgia. 7 sold-out concerts with 5000 attendees per show in December 2022.

- One concert on December 16, 2022
- Three concerts on December 17, 2022
- Three concerts on December 18, 2022

Seabreeze Jazz Festival in Panama City, FL. José Valentino Band. Two Concerts. (April 17 -18, 2022).

Salvation Army Kroc Center. José Valentino & UNO Jazz Ensemble 1 Concert. Omaha, Nebraska. 4 sold-out concerts in October 2022

- Afternoon concert on October 3
- Morning concert on October 4
- Evening concert on October 4
- Final concert on October 5

University of Wisconsin-Whitewater. José Valentino & Friends. Whitewater, WI. (September 16, 2022).

Global Citizen Ensemble at Greenriver Festival. Mister G & the Global Citizens Ensemble Concert. Northampton, MA. (June 25, 2022).

North Carolina State University. José Valentino Band. Raleigh, NC. (March 16, 2022).

Jazz & Roots Festival. José Valentino Band. Springfield, MA (August 2022).

Uptown Jazz Festival. José Valentino Band. Tampa Bay, FL (May 2022).

Mom's Clean Air Force Show: "Children of the World" Album Premiere. Concert. Virtual Concert with 1 million online viewers (October 31, 2021)

Universidad del Sagrado Corazón, PR. José Valentino Band. (March 18, 2021).

Conservatoria de Música de Puerto Rico, PR. Concert. (March 17, 2021).

Conservatory de la Ciudad Real, Spain. Concert. (March 16, 2021).

University of Puerto Rico, San Juan, PR. Concert. (March 15, 2021).

West Virginia University. José Valentino Concert. Morgantown, WV. (March 2, 2022).

Conservatorio Superior de Música de Madrid, Spain. Concert. Madrid, Spain. (February 28, 2021).

University of Sao Paolo. José Valentino Band. Virtual Concert. San Paolo, Brazil. (February 16, 2021).

InterAmerican University of Puerto Rico. José Valentino Band. Concert. San Juan, PR. (February 13, 2021).

The University of South Africa. José Valentino Band. Virtual Concert. Johannesburg, South Africa. (February 4, 2021).

Uptown Jazz Festival. José Valentino Band. Tampa Bay, FL in May 2020 (Cancelled due to COVID-19).

Midlands Hispanic Conference. José Valentino Duo. Omaha, NB. (October 6, 2019).

Levit Music Series sponsored by Jazzanooga Festival. José Valentino Global Jazz Fusion Quartet. Chattanooga, TN (September 5, 2019).

Houston Latin Jazz Festival. Caliente Band featuring José Valentino. Houston, TX (November 27, 2018).

Greater Portland Flute Society. José Valentino Solo Concert. Portland, OR (October 18, 2018).

44th Annual St. Petersburg International Folk Festival. O Som Do Jazz featuring José Valentino. St. Pete, FL. (October 13, 2018)

Pilgrimage Festival, Franklin, TN (opening act for Dave Matthews Band and Counting Crows). (September 25, 2018).

Levit Music Series sponsored by Jazzanooga Festival. Pedrito Martinez Quartet feat. José Valentino. Chattanooga, TN. (September 6, 2018).

Jazz Latino on Main Street. José Valentino Funk Fusion Band. Boston, MA. (February 22, 2018).

Conservatory of The Arts. José Valentino & Mister G. Holyoke, MA. (February 21, 2018).

Slippery Rock University. José Valentino Band. Slippery Rock, PA. (April 27, 2018).

27th Annual Christmas Keyboard Festival featuring Bradley Night & José Valentino. Ft. Myers, FL. (December 5 2017).

1st Annual Houston Holiday Latin Jazz Festival. Caliente Big Band feat. José Valentino. Houston, TX (November 2017).

Winterfest Youth Conference. José Valentino & Christina Valerie. Orlando, FL. (November 17, 2017).

Summerhays Music Concert Series. José Valentino Trio. Salt Lake City, Utah. (November 14, 2017).

COG Southeastern Hispanic Region's Youth Camp. José Valentino Worship Band. Tifton, GA. (July 24, 2017).

U.S.A.'s National Anthem on national television - ESPN3. José Valentino (Solo Saxophonist). Cleveland, TN. (January 13, 2017).

Caliente Band alongside NEA Jazz Master Candido Camero, Jim Walker, José Valentino, & Tony Succar. The Midwest Clinic. Directed by Mr. José Antonio Díaz, Chicago, IL. (December 5, 2016).

26th Annual Christmas Keyboard Festival feat. José Valentino. Five consecutive performances. Ft. Myers, FL. (December 5-7, 2016).

Clearwater Jazz Festival All-Star Band featuring José Valentino, Jonathan Thomas, & Peter Mongoya. FL. (October 16, 2015).

The Greater Charleston's Low Country Jazz Festival. José Valentino Septet feat. Charlton Singleton. Charleston, SC. (September 15, 2015).

Carnegie Hall with Paquito D'Rivera - 'Latin Jazz Traditions' in New York, NY (May 24, 2014).

Seabreeze Jazz Festival. José Valentino Band. Panama City, FL. (April 16, 2020 - canceled due to COVID-19).

Conservatory of Music of Puerto Rico. José Valentino Band. San Juan, PR. Virtual concert. (March 16, 2020).

CCC Missions 2020 Conference. José Valentino Band. Ft. Lauderdale, FL. (February 2020).

NAMM Show. Trevor James Saxophones Artists Series: José Valentino. Anaheim, CA. (January 26, 2020).

Jazz Education Network International Conference. Caliente Band featuring José Valentino & Fransisco Torres. Concert. Dallas, TX. (January 7-8, 2020).

University of North Carolina Greensboro, NC. José Valentino Band. Recital. (January 31, 2020).

National Flute Association. Trevor James Flutes UK Co. Exhibition: The Happy Flutist featuring José Valentino. Concert. Salt Lake City, UT. (August 2, 2019).

NAMM Show - "Trevor James Saxes' Jazz Artist Showcase" featuring José Valentino. Anaheim, CA. (January 24-26, 2019).

National Flute Association. Trevor James Flute Showcase: "Dance Your Flute Off 2.0." featuring José Valentino. Orlando, FL (August 11, 2018).

World Flute Society Convention. José Valentino Solo Artist Concert. University of Wisconsin (August 26, 2018).

The Gallery Inn Jazz Series. José Valentino trio w/ Victor Echevarria & Arturo Bermudez. Viejo San Juan, PR (July 18, 2018).

Evian Event - "Evian's Brazilian Nights & Fiesta!" featuring José Valentino Band. São Paulo, Brazil (May 21, 2018).

PIB Penha Concert Series. José Valentino Band. Concert. São Paulo, Brazil (May 21, 2018).

Miller Theater - "An Evening of Fiery Latin Jazz" featuring José Valentino. Concert. Houston, TX. (March 17, 2018).

YAMAHA® Worship Night. GRAMMY-winning guitarist Dave Cleveland Band and José Valentino. Concert. Anaheim, CA (January 25, 2018).

NAMM Show: Trevor James Flutes and Saxophones Artist: José Valentino. Concert. Anaheim, CA. (January 25, 2018).

Jazz Education Network Convention (JEN). Caliente Big Band featuring José Valentino & Fransisco Torres. Concert. Dallas, Texas. (January 8, 2018).

Summerhays Music Center. José Valentino Trio. Salt Lake City, UT (November 7, 2017).

National Flute Association Convention. Trevor James Showcase: José Valentino: "Dance Your Flute Off 1.0." Minneapolis, MN. (August 13, 2017).

Bahamian Jazz Festival. José Valentino Ensemble. Nassau, The Bahamas. (July 19, 2017).

The Gallery Inn Jazz Series. José Valentino Trio. Concert. Old San Juan, PR. (June 24, 2017).

COG Music Ministry Conference. José Valentino Worship Collective. in Liberia, Africa. (May 18, 2017).

NAMM Show: Gon Bop Artist Performance: Alex Acuña Ensemble feat. José Valentino. Concert. Anaheim, CA. (January 26, 2017).

Gala Concert: Latin Jazz Extravaganza. Concert. National Flute Association. San Diego, CA. (August 12, 2016).

Evening Cabaret: "We Are One" Jim Walker & José Valentino Duo. National Flute Association (August 11, 2016).

COG General Assembly's Women's Night Concert. José Valentino Solo Concert. Music City Center, Nashville, TN. (July 28, 2016).

CCC Miami Music Festival. José Valentino & Adlan Cruz Concert. Coral Gables, FL. (July 18, 2015).

Selected National Recitals featuring Original Works from my album, "Embarkation: The Resiliency of Humanity Amid COVID-19" (Virtual Recitals due to COVID-19)

University of Iowa. Iowa City, IA. (March 1, 2022).

John Hopkins University Peabody Institute. Baltimore, MD. (October 2021).

Lamar University. Beaumont, TX in September 2021.

University of Southern California. Los Angeles, CA. (July 26, 2021).

The Coburn School, CA. (July 25, 2021).

Coastal Carolina University, NC. (July 16, 2021).

University of Michigan, MI. (April 15, 2021).

West Virginia University, WV. (April 13, 2021).

The Juilliard School, NY. (March 30, 2021).

Stony Brook University, NY. (March 29, 2021).

Washington State University, WA. (March 24, 2021).

University of Texas at Rio Grande, TX. (March 16, 2021).

Wichita State University, KS. (March 11, 2021).

Slippery Rock University, PA. (February 18, 2021).

Talladega College. Talladega, AL. (February 13, 2021).

University of Cincinnati College-Conservatory of Music, OH. (January 13, 2021).

Frostburg State University, WV (October 2020).

Washington State University, WA (February 18, 2020).

Selected State/Local Concerts (as a multi-instrumentalist, composer, and/or arranger)

St. Petersburg Latin Jazz Festival. O Som Do Jazz Featuring Rafael Pereira & José Valentino. Warehouse Arts District. (April 5, 2024)

The Reilly Arts Center. "A Very Valentino's Day" featuring José Valentino, Cienna Alida, and Lisette Marie. Ocala, FL. (February 14, 2024).

Reilly Arts Center. "Latin Jazz Evening with Lannie Battistini & José Valentino." Ocala, FL. (April 10, 2023).

Igreja Batista da Paz. Cassiane in Concert featuring José Valentino & IBP Worship Live. San Paolo, Brazil & Tampa, FL (January 28, 2023).

Sanctuary Church Orlando. "José Valentino in Concert: Christmas Concert Series." Orlando, FL (December 10, 2023).

Sounds of the Season: Rejoice and Be Merry: A Diamond Jubilee Concert. Gainesville, FL. (December 3, 2023).

St. Petersburg Latin Jazz Festival. José Valentino & Eternal Power Concert. St. Petersburg College, FL. (October 5, 2023).

Appleton Museum. Welson Tremura & José Valentino Duo. Ocala, FL (September 18, 2022).

The Palladium Artist Series. St. Pete, FL (September 28, 2022).

Reilly Arts Center Jazz Noir Series. Global Jazz Collective featuring José Valentino & Scott Wilson. Ocala, FL (May 27, 2022).

Gulf Coast Symphony Orchestra's Jazz Series. José Valentino Quartet. Fort Myers, FL (February 18, 2022).

St. Petersburg Jazz Festival. O Som Do Jazz featuring José Valentino. St. Pete, FL (February 13, 2022).

St. Rita Catholic Church Artist Series. José Valentino & Derris Lee. Santa Rosa Beach, FL (November 14, 2022).

Hillsborough County's "Black Heritage Month: All That Jazz: Bringing People Together through the Power of Jazz Music", Tampa Bay, FL (March 18, 2021).

Soul Arts Music Festival, Ocala, FL (June 17, 2020). — Cancelled due to COVID.

Clearwater Taste Fest, Clearwater, FL. José Valentino Band. (May 17, 2020) — Cancelled due to COVID.

Plant City High School. Jazz Ensemble Concert feat. José Valentino. Plant City, FL (April 21, 2020)

Ruskin Firehouse Cultural Center. O Som Do Jazz feat. José Valentino. Ruskin, FL (April 26, 2020) — Cancelled due to COVID.

St. Petersburg Library. O Som Do Jazz feat. José Valentino. , St. Pete, FL. (April 25, 2020) — Cancelled due to COVID.

Celebration Point Jazz Series' Holiday Music Festival Series. Global Jazz Quartet feat. José Valentino & Scott Wilson. Gainesville, FL (December 11, 2020).

Alachua County District Library Music Series. José Valentino Trio. Gainesville, FL (March 23, 2020).

Palladium Theater. O Som Do Jazz feat. José Valentino. St. Petersburg, FL (February 28, 2020).

Reilly Arts Center's Christmas Concert. José Valentino, Scott Wilson, and Robert Acevedo Jr. Ocala, FL (December 13, 2019).

Alachua's Women's Club. Scott Wilson Jazz Quintet feat. Giselle San Filippo. Alachua, FL (December 7, 2019).

Santa Fe College's Jazz Concert. Global Jazz Quartet feat. Scott Wilson & José Valentino. Gainesville, FL (November 16, 2019).

Palladium Theater. O Som Do Jazz feat. José Valentino. St. Petersburg, FL (November 28, 2019).

Hippodrome Jazz Series. José Valentino Quintet. Gainesville, FL (November 18, 2019).

St. Petersburg Yacht Club. O Som Do Jazz feat José Valentino. St. Pete, FL (August 26, 2019).

Celebration Point Jazz Series. Scott Wilson and Friends. Gainesville, FL (July 10, 2019).

Houston Latin Jazz Summer Concert. Caliente Big Band feat. José Valentino. Houston, TX (June 14, 2019).

San Francisco Flute Society. José Valentino Solo Artist Concert. San Francisco, CA (June 18, 2019).

St. Petersburg Museum of Arts. O Som Do Jazz feat. José Valentino. St. Petersburg, FL (June 11, 2019).

First Unity Spiritual Campus. O Som Do Jazz feat. José Valentino. Clearwater, FL (June 12, 2019).

Palladium Theater. O Som Do Jazz feat. José Valentino. St. Pete, FL (October 23, 2018).

Riverhills Family Church. The Katinas & José Valentino Band in Concert. Tampa, FL (May 7, 2018).

Tampa Bay Jazz Festival. José Valentino Band. Tampa, FL. (June 8, 2015).

Selected Performances on the University of Florida Campus

In recent years, I have participated in numerous music performances and recitals as a multi-instrumentalist and composer at the University of Florida. These performances have included special service performances for esteemed dignitaries, as well as collaborations with various UF School of Music faculty and ensembles such as Jacaré Brazil, Mundo Flamenco, African Popular Music Ensemble, Concert Choir, Wind Symphony, and Large Jazz Ensemble I and II. Furthermore, I have also taken on the role of producing collaborative concerts with faculty and students from various curricular areas within the School of Music (i.e., "*Celebrando Amistad*" Concert Annual Series sponsored by Jim & Sharon Theriac; "*Music Producers' Showcase*" Semesterly Series), which integrate multimedia, film scores, and various commercial music styles that reflect current practices in the mainstream music industry. Below are selected performances:

**** Curtis M. Phillips Center for the Performing Arts. World premiere of "*Found Connections*" Concerto for Flute, Tenor Saxophone, and Bass Guitar and Wind Symphony. Composed by Ricardo Lorenz. Commissioned for the UF Wind Symphony and for flutist-saxophonist-bassist, José Valentino Ruiz. Gainesville, FL (April 25, 2023). Commissioned by the UF Harmony Initiative & UF Bands (April 25, 2023).

UF School of Music. Music Producers' Showcase. Gainesville, FL (April 19, 2023).

UF School of Music. "Visions and Dreams: The Music of Lannie Battistini." Lannie Battistini, José Valentino, and UF School of Music Faculty/Students. University of Florida. Gainesville, FL. (April 5, 2023).

UF School of Music. Cadenza Concert. Gainesville, FL. (March 4, 2023).

UF School of Music. "Silviu & Friends" Concert. Gainesville, FL. (December 10, 2022).

UF School of Music. "Celebrando Amistad" Concert. Gainesville, FL. (September 21, 2022).

UF Digital Worlds Institute. "Celebrating 200 Years of Brazil's Independence" concert with Jakare Brazil. Gainesville, FL. (November 7, 2022).

UF School of Music, Gainesville, FL. "Bo Diddly Meets Africa" featuring the African Popular Music Ensemble (September 18, 2022).

**DISTINCTIONS & AWARDS IN ENTREPRENEURSHIP
MUSIC • BUSINESS • MEDIA PRODUCTION • LEADERSHIP • RESEARCH • EDUCATION**

2024



2024 Miami Film Festival Official Selection for “The Asylum” (Basketball Documentary). Premiered at the Adrienne Arsht Center for the Performing Arts. Served as Film Composer (April 10, 2024)

Global Music® Award Outstanding Achievement Award for Latin Jazz for “José Valentino & UNO Jazz Ensemble 1: “We Are One” Live Concert at Great Plains Jazz Festival” (March 21, 2024)

Global Music® Award Outstanding Achievement Award for Instrumentalist for “Highland Serenade” for Solo Flute. Served as Composer and Instrumentalist (flutist). Produced with Denis Vasenin. (March 21, 2024)

DownBeat® Student Music® Award for Graduate College Winner. (Category: Blues/Pop/Rock Soloist) — Faculty Mentor for Derris Lee. DownBeat® Magazine. (Information is embargoed until June 1, 2024).

DownBeat® Student Music® Award for Graduate College Outstanding Performance. (Category: Blues/Pop/Rock Soloist) — Faculty Mentor for Jorge Galvan. DownBeat® Magazine. (Information is embargoed until June 1, 2024).

UK International Music Competition’ Absolute First Prize® in Original Composition for “Highland Serenade.” (February 19, 2024)

UK International Music Competition’ Master Prize® in Concerto. Served as Featured Artist on Flute, Tenor Saxophone, and Bass Guitar for “Found Connection” for Multi-Instrumentalist and Wind Symphony. (February 19, 2024)

Erik Satie International Music Competition Diamond Prize® for Concerto. Served as Featured Artist on Flute, Tenor Saxophone, and Bass Guitar for “Found Connection” for Multi-Instrumentalist and Wind Symphony. (February 8, 2024)

Erik Satie International Music Competition Platinum Prize® for Composition. Served as Flutist and Composer for “Highland Serenade” for Solo Flute. (February 8, 2024)

Erik Satie International Music Competition Excellent Creativity Special Prize® for Music Video. Served as Flutist, Composer, and Producer for “Highland Serenade” for Solo Flute. (February 8, 2024)

International Academy of Digital Arts and Sciences’ ANTHEM® Award Winner for Education, Art, and Culture (Best Strategy) for “Getting to the GRAMMY®s and Beyond: Music Entrepreneurship Curricula Meets the Red Carpet.” Served as Director, Producer, Music Supervisor, Executive Producer, and Protagonist. Academy of Interactive and Visual Arts. (January 30, 2024)

Global Genius® Music Competition Grand Prix® Award (overall best musician of the competition). Served as Flutist, Saxophonist, Bassist, & Composer. (January 22, 2024)

Global Genius® Music Competition Season Top 1® Award. Served as Flutist, Saxophonist, Bassist, & Composer. (January 22, 2024)

Global Genius® Music Technical Mastery Musical Genius® Award. Served as Flutist, Saxophonist, and Bassist for “*José Valentino Trio: Live at Paris Recording Studio*” (January 22, 2024)

Global Genius® Music Competition Concerto® Platinum Award. Served as Featured Artist on Flute, Tenor Saxophone, and Bass Guitar for “*Found Connection*” for Multi-Instrumentalist and Wind Symphony (January 22, 2024)

Global Genius® Music Competition Jazz® Platinum Award. Served as Flutist, Saxophonist, Bassist, and Percussionist for “*José Valentino Trio: Live at Paris Recording Studio.*” (January 22, 2024)

Global Genius® Music Competition Composer® Platinum Award for “*Embarkation: The Resiliency of Humanity Amid Covid-19*” (January 22, 2024)

Global Genius® Music Competition Chamber Music® Platinum Award for “*José Valentino Trio: Live at Paris Recording Studio.*” (January 22, 2024)

Global Genius® Music Competition Outstanding Teacher® Award. Advisor to Platinum® Award Winning Competitor, Derris Lee. (January 22, 2024)

Global Genius® Music Competition Hall of Fame® Inductee. Advisor to Platinum® Award Winning Competitor, Derris Lee. (January 22, 2024)

Honorable League of Global Exceptional Teachers® Award. Advisor to Platinum® Award Winning Competitor, Derris Lee. (January 22, 2024)

Beethovinci International® Music Competition Grand Prize® Award (overall best performer of the competition). Served as Flutist, Saxophonist, and Bassist. (January 15, 2024)

Beethovinci International® Music Competition Platinum Prize® Award for Concerto Performance. Served as Featured Artist on Flute, Tenor Saxophone, and Bass Guitar for “*Found Connection*” for Multi-Instrumentalist and Wind Symphony (January 15, 2024)

Audio Visual Arts Digital® Platinum Award for “2023 Sounds of the Season” for Televised Production. Served as Featured Artist on Soprano Saxophonist and Bass Guitar. Association for Marketing & Communication Professionals. (January 15, 2024)

2023

Global Music® Award Outstanding Achievement Award for Global Choir Album for “Ramirez Reimagined: Misa Criolla & Navidad Nuestra” by Willard Kesling, José Valentino, & Cory Evans featuring the University of Florida Concert Choir and Latin American Music Collective (December 15, 2023)

International Academy of Digital Arts and Sciences’ ANTHEM® Award Nomination for Education, Art, and Culture (Best Strategy) for “Getting to the GRAMMY®s and Beyond: Music Entrepreneurship Curricula Meets the Red Carpet.” Served as Director, Producer, Music Supervisor, Executive Producer, and Protagonist. Academy of Interactive and Visual Arts. (December 7, 2023)

43rd Annual Paladino D'Oro Sport Film Festival University® Award Winner for “The Asylum” directed by Jamie Gutierrez. Served as Film Composer. (November 25, 2023)

Honorable League of Global Exceptional Music Teachers® Award Recipient. World Online Music Competitions Organization. (October 23, 2023)

Global Genius® Award for Outstanding Teaching® Award — Teacher of Platinum Prize Winner. Global Genius® Music Competition. (October 23, 2023)

International DAVEY® Award for Film/Video - Education for “Getting to the GRAMMY®s and Beyond: Music Entrepreneurship Curricula Meets the Red Carpet.” Served as Director, Producer, Music Supervisor, Executive Producer, and Protagonist. Academy of Interactive and Visual Arts. (October 23, 2023)

43rd Annual Paladino D'Oro Sport Film Festival University® Award Nomination for “The Asylum” directed by Jamie Gutierrez. Served as Film Composer. (October 19, 2023)

43rd Annual Paladino D'Oro Sport Film Festival Best Documentary® Award Nomination for “The Asylum” directed by Jamie Gutierrez. Served as Film Composer. (October 19, 2023)

Global Music® Award of Excellence for Instrumentalist (Gold) for “Found Connections” Concert for Wind Symphony and Multi-Instrumentalist (Flute, Tenor Saxophone, and Bass Guitar) by José Valentino & University of Florida Wind Symphony, Conducted by David Waybright, and Composed by Ricardo Lorenz. Served as Featured Soloist (Flute, Tenor Saxophone, & Bass Guitar), Recording Engineer, Producer, Mixing Engineer, and Mastering Engineer. (September 28, 2023)

Global Music® Award of Excellence for Recording/Production (Gold) for “Found Connections” Concert for Wind Symphony and Multi-Instrumentalist (Flute, Tenor Saxophone, and Bass Guitar) by José Valentino & University of Florida Wind Symphony, Conducted by David Waybright, and Composed by Ricardo Lorenz. Served as Featured Soloist (Flute, Tenor Saxophone, & Bass Guitar), Recording Engineer, Producer, Mixing Engineer, and Mastering Engineer. (September 28, 2023)

Global Music® Award Outstanding Achievement Award for 2023 Jazz Fusion Album for “In the Twinkling of an Eye” by Derris Lee & José Valentino. Served as Co-Artist, Flutist, Saxophonist, Keyboardist, Bassist, Percussionist, Producer, Composer, Recording Engineer, Mixing Engineer, and Mastering Engineer. (September 28, 2023)

Global Music® Award for Concept for “Qi-Philo Flow” by Fung Flow. Served as Artist, Keyboardist, Flutist, Bassist, & Percussionist, Producer, Composer, & Engineer. (September 28, 2023)

Global Music® Award for Creativity/Originality for “Qi-Philo Flow” by Fung Flow. Served as Artist, Keyboardist, Flutist, Bassist, Percussionist, Producer, Composer, & Engineer. (September 28, 2023)

Global Music® Award for Concept for “Soulful Sages” by Fung Flow. Served as Artist, Keyboardist, Flutist, Bassist, Percussionist, Producer, Composer, & Engineer. (September 28, 2023)

Global Music® Award for Creativity/Originality for “Soulful Sages” by Fung Flow. Served as Artist, Keyboardist, Flutist, Bassist, Percussionist, Producer, Composer, & Engineer. (September 28, 2023)

Global Music® Award for Duo Album for “Keys to the Groove” by Lannie Battistini & José Valentino. Served as Co-Artist, Bassist, Producer, & Recording Engineer. (September 28, 2023)

Latin GRAMMY® Award Nomination for Best Instrumental Album, “TRES.” Served as Recording Engineer and Flutist. National Academy of Recording Arts and Sciences. (September 19, 2022).

38th Annual Ft. Lauderdale International Film Festival Official Section for “The Asylum” directed by Jamie Gutierrez. Served as Film Composer. (September 15, 2023)

43rd Annual Paladino D'Oro Sport Film Festival Official Section for “The Asylum” directed by Jamie Gutierrez. Served as Film Composer. (September 15, 2023)

43rd Annual Paladino D'Oro Sport Film Festival Social® Award Nomination for “The Asylum” directed by Jamie Gutierrez. Served as Film Composer. (September 15, 2023)

Impact DOCS® Award of Excellence for Documentary Feature for “The Asylum” directed by Jamie Gutierrez. Served as Film Composer. (August 30, 2023)

International Singer-Songwriters Association Award® for International Female Album of the Year for “Es Amor” by Delia Cano. Served as Recording Engineer and Saxophonist. International Singer-Songwriters Association. (August 5, 2023)

Global Music® Award for Latin Jazz Album for “Eternal Power” by José Valentino & Robert Acevedo Jr. Served as Artist, Multi-Instrumentalist, Composer, Arranger, Producer, Mastering Engineer, & Record Label Executive. Global Music Awards. (July 10, 2023)

Global Music® Award for Outstanding Achievement as Instrumentalist for “Cuerdas de Corazón (Homenaje a Arturo Bermudez)” by José Valentino. Served as Artist, Bassist, Flutist, Saxophonist, Composer, Arranger, Producer, Mastering Engineer, & Record Label Executive. Global Music Awards. (July 10, 2023)

Global Music® Award for Jazz Single for “Upsilon” by Lannie Battistini feat. José Valentino. Served as Featured Artist, Bassist, Saxophonist, Recording Engineer, & Co-Producer. Global Music Awards. (July 10, 2023)

Global Music® Award for Jazz Single for “Final Destination” by Lannie Battistini & José Valentino. Served as Artist, Bassist, Recording Engineer, & Co-Producer. Global Music Awards. (July 10, 2023)

The Communicator® Award for Consumer Marketing & Communication: Film & Video (Use of Music) for “Drumming River.” Served as Producer, Arranger, Engineer, and Executive Producer. Academy of Interactive & Visual Arts. (May 4, 2023).

Global Music® Award for Christmas Music for “I Surrender All—O Come All Ye Faithful—SilentNight” by Thaddaeus Bourne, Derris Lee, & José Valentino. Served as Flutist, Producer, Engineer, Album Cover Artist, & Record Label Executive. Global Music Awards. (March 18, 2023).

Audio Visual Arts Digital® Platinum Award Winner for Long Form Music Video for “Oh Korea!” by UF Concert Choir. Served as Producer, Mixing Engineer, and Mastering Engineer. Association for Marketing and Communication Professionals (February 25, 2023).

Audio Visual Arts Digital® Gold Award Winner for Long Form Music Video for “2022 Sounds of the Season” by UF Symphony Choir. Served as Featured Saxophonist, Flutist, and Arranger. Association for Marketing and Communication Professionals (February 25, 2023).

Anthem® Award for Education, Arts, and Culture (category: Strategy) for the documentary, “Getting to the Grammy®s and Beyond: An Insight to Student/Professor Collaborative Albums/Music Video Projects for Promoting Ecological Advocacy and Social Impact.” Served as Director, Executive Producer, and Principal Investigator. International Academy of Digital Arts and Sciences (February 15, 2023).

2022

Inc. Magazine’s Best in Business® Award for Advertising (Hayden5). Serve as Resident Media Composer (December 28, 2022).

Global Music® Award for Funk Fusion Album for “Rompiendo Fronteras (Breaking Boundaries)” by José Valentino, Shawn Perkinson, & Alex Acuña. Served as Co-Artist, Arranger, Flutist, Saxophonist, Vocalist, Bassist, Synth Solo (track 1), Producer, Recording Engineer, & Marketing Director. Global Music Awards. (December 18, 2022).

Global Music® Award for Contemporary Classical Music Album for “Embarkation: The Resiliency of Humanity Amid COVID-19” by José Valentino & Bruno Miranda (feat. Vladimir Suarez A., José Leonardo Leon, & Derris Lee). Served as Co-Artist, Flutist, Recording Engineer, Composer, & Marketing Director. Global Music Awards. (December 18, 2022).

Global Music® Award for Alternative Album for “Moons for Eyes” by Robert “Bobby” Price. Served as Producer, Bassist, & Mastering Engineer. Global Music Awards. (December 18, 2022).

Global Music® Award for Multi-Genre Album for “Unveiled Wonder” by UF & NCSU Collaborative Music Entrepreneurship Ensemble. Served as Producer, Flutist, Bassist, Vocalist, Recording Engineer, & Mastering Engineer. Global Music Awards. (December 18, 2022).

Global Music® Award for Contemporary Classical Music Album for “Serpent Mound” by Chris Shelton. Served as Producer & Mastering Engineer. Global Music Awards. (December 18, 2022).

Latin GRAMMY® Award Winning album participant for Best Christian Album in Spanish Language for Marcos Witt’s album, “Viviré.” Served as Recording Engineer, Featured Saxophone Soloist, and Background Vocalist. National Academy of Christian Arts and Sciences. (November 17, 2022).

Latin GRAMMY® Award Winner for Best Latin Children’s Album for Sophia’s album, “A la Fiesta de la Música Vamos Todos.” Served as Lead Producer, Recording Engineer, Mixing Engineer, Marketing Director, Multi-instrumentalist (i.e., bass, flute, MIDI Keyboard, saxophone). (November 17, 2022).

Inc. Magazine’s Power Partner® Award Winner - Hayden5. Power Partner honors B2B companies around the world that have proven to be great partners to entrepreneurs and startups. 252 firms were recognized in marketing and advertising, health and human resources, financial planning, engineering, logistics, and security, along with other areas of business. I work as Resident Media Composer for Hayden5 (November 21, 2022).

International DAVEY® Award for Virtual & Remote Experiences in Music (Gold Award) for the remote music production album by José Valentino, Shawn Perkinson, and Alex Acuña, “Rompiendo Fronteras (Breaking Boundaries).” Served as Co-Artist, Producer, Flutist, Saxophonist, Bassist, Vocalist, and Synth Soloist. Academy of Interactive & Visual Arts (AIVA). (October 27, 2022).

Dove® Award Winning album participant for Spanish Language Album of the Year for Marcos Witt’s album, “Viviré.” Served as Recording Engineer, Featured Saxophone Soloist, and Background Vocalist. Gospel Music Association. (October 18, 2022).

Global Music® Award for Experimental Album (Bronze Medal) for José Valentino and Chris Shelton’s album, “Jubilee.” Served as flutist, producer, composer, marketing director, & mastering engineer. (September 29, 2022).

Latin GRAMMY® Award Nominated album participant for Best Christian Album in Spanish Language for Marcos Witt’s album, “Viviré.” Served as Recording Engineer, Featured Saxophone Soloist, and Background Vocalist. National Academy of Christian Arts and Sciences. (September 20, 2022).

Latin GRAMMY® Award Nomination for Best Latin Children’s Album for Sophia’s album, “A la Fiesta de la Música Vamos Todos.” Served as Lead Producer, Recording Engineer, Mixing Engineer, Marketing Director, and Multi-instrumentalist (i.e., bass, flute, MIDI Keyboard, saxophone). (September 20, 2022).

Global Genius Music® Award - Outstanding Teaching Award (August 16, 2022). My student, Derris Lee, earned the following awards:

- Global Genius Music® Award (Gold): World Music (drums & percussion)
- Global Genius Music® Award (Gold): 22 years + category
- Global Genius Music® Award (Special Award): Excellent Technique

Dove® Award Nominated album participant for Spanish Language Album of the Year for Marcos Witt’s album, “Viviré.” Served as Recording Engineer, Featured Saxophone Soloist, and Background Vocalist. National Academy of Christian Arts and Sciences. (August 18, 2022).

Global Music® Award Winner for Vocal Jazz Album (Silver Medal) for Donna Scott’s album, “A Carpenter from Chicago.” Served as Lead Producer, Mixing Engineer, Featured Artist (i.e., flutes, saxophones, bass, piano, percussion, and vocals), Recording Engineer, Mixing Engineer, and Mastering Engineer. The Global Music® Awards. (July 19, 2022).

DownBeat® Student Music® Award for Undergraduate College Outstanding Performances. (Category: Jazz Soloist) — Faculty Mentor. DownBeat® Magazine. (June 1, 2022).

Arpa® Award Winning album participant for Best Male Vocal Album for Marcos Witt’s album, “Viviré.” Served as Recording Engineer, Featured Saxophone Soloist, and Background Vocalist. National Academy of Christian Arts and Sciences. (May 17, 2022).

Arpa® Award Nominated album participant for Album of the Year for Marcos Witt’s album, “Viviré.” Served as Recording Engineer, Featured Saxophone Soloist, and Background Vocalist. National Academy of Christian Arts and Sciences. (May 1, 2022).

Arpa® Award Nominated album participant for Best Male Vocal Album of the Year for Marcos Witt’s album, “Viviré.” Served as Recording Engineer, Featured Saxophone Soloist, and Background Vocalist. National Academy of Christian Arts and Sciences. (May 1, 2022).

Top 10 Most Innovate Companies in the World (Category: Video). Fast Company. Served as Resident Media Composer for Hayden 5. (Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, leadership, and design). (March 28, 2022).

Invited to be an Editorial Board Member for the flagship journal, “Artivate: A Journal of Entrepreneurship in the Arts.” (March 15, 2022).

Guitar Foundation of America International Commissioned Composer. Guitar Foundation of America International Conference. Awarded: \$2500 (January 13, 2022).

Global Music® Award Winner for Nuevo Flamenco (Bronze Medal) for Maharajah Flamenco Trio’s album, “Felices Días.” I served as Lead Producer, Mixing Engineer, Featured Artist (i.e., flutes, saxophones, auxiliary percussion, and vocals), and Recording Engineer. The Global Music® Awards. (January 28, 2022).

2021

Praise Music® Award Winner for International Singer of the Year. Marcos Witt’s album, “Vivire.” Served as Recording Engineer, Background Vocalist, and Saxophonist for the album that was contending for this award. Praise Music Awards. (November 16, 2021).

University of Florida Foundation Preeminence Term Professorship (Nomination). One faculty member for each college within the University of Florida. (August 10, 2021).

Audio Visual Arts Digital® Award Winner for Best Music Video (Gold Medal) for PBS's "Sounds of the Season: Conquering COVID with a Carol." Served as Lead Music Producer, Supervisor of Audio & Music Production, & Mastering Engineer. Association for Marketing and Communication Professionals. (January 15, 2021).

USF Outstanding Young Alumni® Award. Recognized for excellence and established leadership in creative arts entrepreneurship, global outreach, and education. 6 out of 100,000+ alumni were selected. University of South Florida. (January 6, 2021).

Farandole Global® Award Winner for Best Ballad Song. Farandole Global® Award. Served as Recording Engineer, Producer, and Bassist for "El Triste" by Ricky Reyes (December 18, 2021).

Farandole Global® Award Nomination for Best Ballad Song. Farandole Global® Award. Served as Recording Engineer, Producer, and Bassist for "El Triste" by Ricky Reyes (September 24, 2021).

Hillsborough County Commendation (Tampa Bay) recipient for Excellence in Cultural Entrepreneurship Award. Hillsborough County Commissioners. (February 18, 2021).

2020

Latin GRAMMY® Award Winner for Best Classical Contemporary Composition for "Sacre." Latin Academy of Recording Arts and Sciences. (November 18, 2020).

Latin GRAMMY® Award Nomination for Best Classical Contemporary Composition for "Sacre." (Top #5 out of all submissions) - the preeminent, international, peer-reviewed competition in the music industry. (September 27, 2020).

DownBeat® Student Music Awards for Engineered Live Recording (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2020).

CDBaby.com #1 most-sold salsa single for "Careless Whispers (featuring José Valentino)" by La Paris All-Stars the largest independent music digital distribution site. Produced at Paris Recording Music Enterprises. (March 1, 2020).

2019

Pandora Radio's Top 10 Christmas Albums for the album, "Christmas with José Valentino." 71.4 million active users. (December 2, 2019).

Latin GRAMMY® Award Winning album participant for Best Christian Album in Spanish Language for Juan Delgado's "Todo Pasa." Served as Recording Engineer and Flutist. Latin Academy of Recording Arts and Sciences. (November 19, 2019).

Reached #1 album in Top 100 Salsa Charts for La Paris All-Stars's album, "Los Escojidos V.2." Served as Artist and Producer. CDBaby. (October 15, 2019).

Reached #1 album in Top 100 Salsa Charts for La Paris All-Stars's album, "Careless Whispers featuring José Valentino." Served as Artist-Saxophonist and Producer. CDBaby. (October 15, 2019).

Latin GRAMMY® Award Nominated album participant for Best Christian Album in Spanish Language for Juan Delgado's "Todo Pasa." Served as Recording Engineer and Flutist. Latin Academy of Recording Arts and Sciences. (September 27, 2019).

Gary D. Beckman Research Impact® Award Finalist for "An Insight on the Teaching Entrepreneurship in Applied Music Lessons: A Multiple-Case Qualitative Study." Society of Arts Entrepreneurship Education. (Notified October 2, 2019).

DownBeat® Student Music Award for Engineered Live Recording (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 2019).

DownBeat® Student Music Award for Engineered Studio Recording (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 2019)

DownBeat® Student Music Award for Engineered Live Recording (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2019).

DownBeat® Student Music Award for Engineered Studio Recording (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2019).

DownBeat® Student Music Award for Small Jazz Group (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2019).

Big Easy Entertainment Award Winner for Best World Music Album for Alexey Mart'ís album, "Mundo." Served as Producer, Recording Engineer, Flutist and Saxophonist. Gambit New Orleans Inc. (April 13, 2019).

2018

EMMY® Award Winner for Best Cultural Documentary for PBS's "Art Vessel." Served as Music Producer, Recording Engineer, and Saxophonist. National Academy of Television Arts and Sciences. (December 18, 2018).

EMMY® Award Nomination for Best Cultural Documentary for PBS's "Art Vessel." Served as Music Producer, Recording Engineer, and Saxophonist. National Academy of Television Arts and Sciences. (August 14, 2018).

DownBeat® Student Music Award for Blues/Pop/Rock Soloist (High school level). Faculty Advisor. DownBeat® Magazine. (June 1, 2018).

Global Music® Award Winner for 2018 Album of the Year (Gold Medal) for Viviana Guzman's album, "Song of the Whale." I served as Producer, Recording Engineer, and Keyboardist. The Global Music® Awards. (January 28, 2018).

Global Music® Award Winner for Meditative Music Album (Gold Medal) for Viviana Guzman's album, "Song of the Whale." I served as Producer, Recording Engineer, and Keyboardist. The Global Music® Awards. (January 28, 2018).

2017

Big Easy Entertainment Award Winner for Best World Music Album for Alexey Mart'ís album, "Travesia." I served as Producer, Recording Engineer, & Flutist. (October 15, 2017).

Parents' Choice® Award Winner for Children's Album (Gold Medal) for Mister G's album, "Mundo Verde." Served as Recording Engineer and Flutist. Parents Choice Foundation. (September 27, 2017).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Soloist (Undergraduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award Winner for Engineered Live Recording (Undergraduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award Winner for Engineered Live Recording (Undergraduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

Bulletin of the Council for Research in Music Education Outstanding Dissertation Award Nomination. The Council for Research in Music Education. (May 4, 2017).

DownBeat® Student Music Award Winner for Jazz Soloist (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award Winner for Studio Engineered Recording (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award for Outstanding Latin Group (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award for Outstanding Latin Group (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award for Outstanding Latin Group (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award for Outstanding Blues/Pop/Rock Group (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award for Outstanding Blues/Pop/Rock Group (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

DownBeat® Student Music Award for Outstanding Blues/Pop/Rock Soloist (Graduate level). Faculty Advisor. DownBeat® Magazine. (June 1, 2017).

2016

Latin GRAMMY® Award Nomination for Best Instrumental Album for Bruno Miranda's album, "MOSAICO" Served as Producer, Mastering Engineer, Arranger, Flutist, Bassist, Saxophonist, Composer, and Recording Engineer. Latin Academy of Recording Arts and Sciences. (September 28, 2016).

UK Music Industry® Association Award Winner for Best Instrumental Product (Category: Woodwind & Brasswind). Served as Global Ambassador and Strategic Communication Director for Worldwind Music Ltd. (August 16, 2016).

Honorary Inductee into the National Honor Music Society, Pi Kappa Lambda for outstanding contribution in leadership, musicianship, and collaboration (April 24, 2016).

Miami Independent Film Festival Winner for Best Shorts & Narrative Documentary for "Art Vessel." Served as Music Producer, Recording Engineer, and Saxophonist. (2016).

15 Minutes of Fame Film Festival Official Selection for Best Shorts & Narrative Documentary for “Art Vessel.” Served as Music Producer, Recording Engineer, and Saxophonist. (2016).

2015

UK Music Industry® Association Award Winner for Best Instrumental Product (Category: Woodwind & Brasswind). Served as Global Ambassador and Strategic Communication Director for Worldwind Music Ltd. (August 19, 2015).

Chelsea Film Festival Winner for Best Featured Film for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Chelsea Film Festival. (October 14, 2015).

Chelsea Film Festival Winner for Best Dramatic Film for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Chelsea Film Festival. (October 14, 2015).

Hillsborough County's Exemplary Hispanic Educator. Bestowed by the Superintendent. Sponsored by the Ana G. Mendez University System. (September 26, 2015).

Latin GRAMMY® Award Nomination for Best Latin Jazz/Jazz Album for José Valentino’s album, “I Make You Want To Move.” Served as Artist, Producer, Mastering Engineer, Arranger, Flutist, Bassist, Saxophonist, Composer, and Recording Engineer. Latin Academy of Recording Arts and Sciences. (September 23, 2015).

DownBeat® Student Music Award Winner for Jazz Soloist (Graduate level). DownBeat® Magazine. (June 1, 2015).

DownBeat® Student Music Award Winner for Jazz Group (Graduate level). DownBeat® Magazine. (June 1, 2015).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Soloist (Graduate level). DownBeat® Magazine. (June 1, 2015).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Group (Graduate level). DownBeat® Magazine. (June 1, 2015).

DownBeat® Student Music Award Winner for Studio Engineering (Graduate level). DownBeat® Magazine. (June 1, 2015).

2014

DownBeat® Student Music Award Winner for Jazz Soloist (Graduate level). DownBeat® Magazine. (June 1, 2014).

DownBeat® Student Music Award Winner for Jazz Group (Graduate level). DownBeat® Magazine. (June 1, 2014).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Soloist (Graduate level). DownBeat® Magazine. (June 1, 2014).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Group (Graduate level). DownBeat® Magazine. (June 1, 2014).

DownBeat® Student Music Award Winner for Studio Engineered Recording (Graduate level). DownBeat® Magazine. (June 1, 2014).

DownBeat® Student Music Award Winner for Live Engineered Recording (Graduate level). DownBeat® Magazine. (June 1, 2014).

DownBeat® Student Music Award Winner for Latin Group (Graduate level). DownBeat® Magazine. (June 1, 2014).

Bahamas International Film Festival New Vision Award Winner for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Bahamas International Film Festival (May 3, 2014).

Bahamas International Film Festival Main Feature Film Award Winner for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Bahamas International Film Festival (May 3, 2014).

Champs Elysees Film Festival Winner for Best American Feature Film for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Chelsea Film Festival. (June 22, 2014).

Heartland International Film Festival Official Selection for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Bahamas International Film Festival (October 11, 2014).

Napa Valley Film Festival Official Selection for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Bahamas International Film Festival (September 12, 2014).

New Orleans Film Festival Official Selection for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Bahamas International Film Festival (September 8, 2014).

The Colombian Festival Festival Official Selection for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Bahamas International Film Festival (September 3, 2014).

Tall Grass International Film Festival Official Selection for “The Sunbelt Express.” Served as Co-Composer and Music Producer. (September 1, 2014).

American Festival Festival Official Selection for “The Sunbelt Express.” Served as Co-Composer and Music Producer. (August 17, 2014).

New Hampshire Film Festival Official Selection for “The Sunbelt Express.” Served as Co-Composer and Music Producer. Bahamas International Film Festival (August 12, 2014).

UK Music Industry® Association Award Winner for Best Instrumental Product (Category: Woodwind & Brasswind). Served as Global Ambassador and Strategic Communication Director for Worldwind Music Ltd. (July 18, 2014).

2013

UK Music Industry® Association Award Winner for Best Instrumental Product (Category: Woodwind & Brasswind). Served as Global Ambassador and Strategic Communication Director for Worldwind Music Ltd. (July 20, 2013).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Group (Graduate level). DownBeat® Magazine. (June 1, 2013).

DownBeat® Student Music Award Winner for Latin Group with Rafael Piccolotto de Lima Ensemble (Graduate level). DownBeat® Magazine. (June 1, 2013).

DownBeat® Student Music Award Winner for Latin Group with Frost Salsa Ensemble (Graduate level). DownBeat® Magazine. (June 1, 2013).

2012

UK Music Industry® Association Award Winner for Best Instrumental Product (Category: Woodwind & Brasswind). Served as Global Ambassador and Strategic Communication Director for Worldwind Music Ltd. (July 17, 2012).

DownBeat® Student Music Award Winner for Studio Engineering (Graduate level). DownBeat® Magazine. (June 1, 2012).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Soloist (bass & piano) (Graduate level). DownBeat® Magazine. (June 1, 2012).

DownBeat® Student Music Award Winner for Blues/Pop/Rock (flute & saxophone) (Graduate level). DownBeat® Magazine. (June 1, 2012).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Group (Graduate level). DownBeat® Magazine. (June 1, 2012).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Group (Graduate level). DownBeat® Magazine. (June 1, 2012).

DownBeat® Student Music Award Winner for Latin Group (Graduate level). DownBeat® Magazine. (June 1, 2012).

DownBeat® Student Music Award Winner for Jazz Soloist (Graduate level). DownBeat® Magazine. (June 1, 2012).

2011

DownBeat® Student Music Award Winner for Blues/Pop/Rock Soloist (Graduate level). DownBeat® Magazine. (June 1, 2011).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Soloist (Graduate level). DownBeat® Magazine. (June 1, 2011).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Group (Graduate level). DownBeat® Magazine. (June 1, 2011).

DownBeat® Student Music Award Winner for Classical Soloist (Graduate level). DownBeat® Magazine. (June 1, 2011).

DownBeat® Student Music Award Winner for Live Engineered Recording (Graduate level). DownBeat® Magazine. (June 1, 2011).

2010

DownBeat® Student Music Award Winner for Jazz Soloist (Graduate level). DownBeat® Magazine. (June 1, 2010).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Soloist (Graduate level). DownBeat® Magazine. (June 1, 2010).

DownBeat® Student Music Award Winner for Studio Engineered Recording (Graduate level). DownBeat® Magazine. (June 1, 2010).

2009

DownBeat® Student Music Award Winner for Classical Soloist (Graduate level). DownBeat® Magazine. (June 1, 2009).

DownBeat® Student Music Award Winner for Blues/Pop/Rock Soloist (Graduate level). DownBeat® Magazine. (June 1, 2009).

Gasparilla International Film Festival Winner for Best Documentary for “Improv Island” Served as Film Composer and Music Producer. Gasparilla International Film Festival. (March 25, 2009)

2005 - 2007

DownBeat® Student Music Award for Outstanding Performance as a Jazz Soloist (Undergraduate level). DownBeat® Magazine. (June 1, 2007).

DownBeat® Student Music Award for Outstanding Performance as a Jazz Soloist (Undergraduate level). DownBeat® Magazine. (June 2006).

YAMAHA® Young Performing Arts Winner for the Flutist Award. Judge: Jim Walker. YAMAHA® Corporation. (June 27, 2006).

Gasparilla International Film Festival Winner for Best Short for “Breaking Point” Served as Film Composer and Music Producer. Gasparilla International Film Festival. (March 26, 2006).

Recipient of the Arts for Life Scholarship. Foundations for Excellence in Education. (Jan 15, 2006).

Merit Award from the National YoungArts® Foundation, Miami, FL (January 12, 2005).

NATIONAL & INTERNATIONAL MEDIA COVERAGE

The following media outlet featured the upcoming Bachelor of Science in Music Business & Entrepreneurship degree program. The article specifically highlights the generous endowment contributed by the Tom Petty Estate, which provides support for initiatives in both the guitar studies and music business and entrepreneurship areas.

2024

- **Fortune Magazine:** <https://fortune.com/2024/02/10/joni-mitchell-grammy-influence-queen-of-songstresses-women-artist/>

2023

- **Fortune Magazine:** <https://fortune.com/2023/07/22/tony-bennett-80-year-career-drug-overdose-technique-jazz-pop/>
- **Rolling Stone:** <https://www.rollingstone.com/music/music-news/tom-petty-doctorate-music-university-of-florida-1234728541/2022>

The albums I've worked on as a producer, audio engineer, album marketer, composer, multi-instrumentalist, and record label executive have garnered attention from the following media outlets.

- **New York Times:** https://www.nytimes.com/2023/06/28/magazine/marcos-witts.html?smid=nytcore-ios-share&referringSource=articleShare&fbclid=IwAR3Cf93eZRQ1VXzCDigqjSIJl_oAsUCGup3qViZBxz1uAwP52A6G2jUvDfY

2022

- **Today Show:** <https://www.today.com/popculture/awards/2022-latin-grammy-awards-winners-list-rcna57410>
- **USA Today:** <https://www.usatoday.com/story/entertainment/music/2022/11/17/latin-grammys-2022-full-winners-list-bad-bunny-rosalia/10714996002/>
- **Entertainment Tonight (ETOnline):** <https://www.etonline.com/2022-latin-grammy-awards-the-complete-winners-list-194665>
- **CNN Entertainment:** <https://www.cnn.com/2022/11/17/entertainment/latin-grammys-2022-winners/index.html>
- **New York Magazine:** <https://www.vulture.com/2022/11/latin-grammys-2022-full-winners-list.html>
- **Billboard:** <https://www.billboard.com/music/latin/latin-grammys-2022-winners-list-1235172910/>
- **Variety:** <https://variety.com/2022/music/global/latin-grammys-2022-complete-winners-list-1235436347/>
- **The Washington Post:** <https://www.washingtonpost.com/arts-entertainment/2022/11/18/latin-grammys-2022/>
- **Los Angeles Times:** <https://www.latimes.com/entertainment-arts/music/story/2022-11-18/latin-grammys-2022-rosalia-bad-bunny-jorge-drexler-c-tanaga>
- “Hayden5 Delivers the Scent of Set” by Shots News. <https://www.shots.net/news/view/hayden5-delivers-the-scent-of-set>
- “Scent of Set” Fragrance Collection Entices with Aromas of Hairspray, Coffee, and Efficiency” by Hayden5. Little Black Book. <https://www.lbbonline.com/work/75712>

2020

- **Variety:** <https://variety.com/2020/music/news/latin-grammy-awards-winners-list-1234836526/>
- **Billboard:** <https://www.billboard.com/music/latin/2020-latin-grammys-winners-list-9486378/>
- **USA Today:** <https://www.usatoday.com/story/entertainment/music/2020/11/19/latin-grammy-awards-winners-list/6353129002/>
- **Yahoo!:** <https://www.yahoo.com/entertainment/grammy-winner-explains-why-adele-133403268.html>
- **FOX 13, Tampa Bay:** “Grammy Winning-Musician Credits Tampa for Inspiring Sacred Values” [fox13news.com/news/grammy-winning-musician-credits-tampa-with-inspiring-sacred-values?](https://fox13news.com/news/grammy-winning-musician-credits-tampa-with-inspiring-sacred-values/)
- **10TampaBay News:** “Latin Grammy Winner from Tampa Shares How He Got to Where He Is” <https://www.wtsp.com/article/entertainment/music/tampa-latin-grammy-winner/67-be2b5035-0455-4af9-ab66-8b0d588a7c31>
- **WCJB:** “UF Professor Wins Latin Grammy” <https://www.wcjb.com/content/news/UF-assistant-professor-wins-Latin-grammy-565267632.html>

National Media Attention via UF’s Gator Nation News

- <https://arts.ufl.edu/in-the-loop/news/uf-tom-petty-honorary-doctor-degree-spring-2023/>
- The Independent Alligator: https://www.alligator.org/article/2022/11/latin-grammy-awards?ct=content_open&cv=cbox_latest
- <https://news.ufl.edu/2022/05/downbeat/>
- www.arts.ufl.edu/in-the-loop/news/award-winning-musicians-collabo-

- [rate-with-faculty-students-to-produce-albums-for-activism](#)
- <https://news.ufl.edu/2020/11/latin-grammy-nominee/>
- <https://news.ufl.edu/2019/10/grammy-nominee/>
- <https://arts.ufl.edu/in-the-loop/news/grammy-nominated-musician-trains-students-to-seize-business-world/>

DOCTORAL COMMITTEES

Multiple graduate students have selected entrepreneurship as a cognate for their doctoral studies, which has resulted in my service on their committees.

- Co-Chair—Doctor of Philosophy (1 student).
- Committee Member—Doctor of Philosophy (4 students).
- Committee Member—Doctor of Musical Arts (9 students).

MEMBERSHIPS

Global Institute for Music Research (March 2023—Ongoing)
 Society for Music Teacher Education (2020—Ongoing)
 Society of Arts Entrepreneurship Education (2019—Ongoing)
 Association of Popular Music Education (2019—Ongoing)
 Jazz Education Network (2018—Ongoing)
 National Academy of Television Arts and Sciences (2018)
 Gospel Music Association (2017—Ongoing)
 National Academy of Recording Arts and Sciences (2015—Ongoing)
 Latin Academy of Recording Arts and Sciences (2015—Ongoing)
 National Association for Music Education (2013—Ongoing)
 Florida Music Educators Association (2013—Ongoing)

REPRESENTATIVE MATERIALS

Articles

- [“Entrepreneurial Responses to the COVID Era: A Multiple-Case Qualitative Study of Five Music Entrepreneurs.” Journal of Arts Entrepreneurship Education](#)
- [“Can They Hear a Difference? Professional Digital Compositions and the Ability of Music Students to Discriminate Deep-Sampled versus Acoustic Instrumental Performance Recordings.” Journal of Popular Music Education](#)
- [“Nexus of Cultural Entrepreneurship and Digital Musicality: Exploring Afro-Diasporic Music Entrepreneurship in the Digital Economy.” International Journal of Music Entrepreneurship & Leadership.](#)
- [“The Entrepreneurial Approach to Jazz & Beyond.” All About Jazz](#)
- [“Grammy Winner Explains Why Adele is Right: Album Tracks Should Not Be Shuffled.” The Conversation.](#)
- [“Tony Bennett: A Timeless Visionary Who, With a Nod to America’s Musical Heritage, Embraced the Future.” Yahoo News!](#)
- [“The Power of Fair Pay in the Music Industry: A Message and Lesson Plans for Music Educators.” National Association for Music Education](#)
- [“The IDF Principle: Insuring Efficiency, Excellence, & Expedience During Creative Production Processes.” Association for Popular Music Education](#)

Music Business & Entrepreneurship Documentaries Produced

- [Link to Documentary Playlist](#)

- Two of the documentaries were presented at the Society of Arts Entrepreneurship Education).
 - One of the documentaries won the International Academy of Digital Arts and Sciences' Anthem® Award for Education, Art, and Culture (sub-category: Strategy)
- [Link to "Art Vessel" \(EMMY® Award Winning Documentary\)](#)

Selected Albums Representing My Work as Producer/Engineer

- [Link to Selected Albums as Solo Artist](#)
- [Link to "Eternal Power" — 2023 GLOBAL MUSIC® Award Winner for Outstanding Achievement in Latin Jazz Album](#)
- [Link to "Cuerdas de Corazón: Homenaje a Arturo Bermudez" — 2023 GLOBAL MUSIC® Award Winner for Outstanding Achievement as Instrumentalist](#)
- [Link to "Viviré" – 2022 GRAMMY® Award Winning Album & DOVE® Award Winning Album](#)
- [Link to "A La Fiesta de la Música Vamos Todos" – 2022 GRAMMY® Award Winning Album](#)
- [Link to "Sacré" – 2020 GRAMMY® Award Winning Composition](#)
- [Link to "Todo Pasa" – 2019 GRAMMY® Award Winning Album](#)
- [Link to "Mosaico" – 2016 GRAMMY® Award Nominated Album](#)
- [Link to "I Make You Want To Move" – 2015 GRAMMY® Award Nominated Album](#)

Music Videos Produced

- [Link to "Drumming River" – 2023 AIVA Communicator® Award, 2022 Downbeat® Music Award, and the 2022 Global Genius® Award Winning Production](#)
- [Link to "Bollywood Sax"](#)
- [Link to "In the Mood"](#)
- [Link to "Mar Negro" – 2022 Global Music® Award Winning Production](#)

Music Production & Audio Engineering for Internationally-Syndicated Advertisements

- ["The Future of Production"](#)
- ["The Scent of Set"](#)

Residencies & Syllabi

- [Links to Flyers of Representative Scholarship & Syllabi](#)

UF Music Business & Entrepreneurship Press

- [UF Music Business & Entrepreneurship Program Video](#)
- ["Gators Who Go Beyond Grammys: UF Music Business & Entrepreneurship Degree Offers New Model for Music Education." UF COTA's In The Loop.](#)
- [Rolling Stone Article](#)

Performances

- [Representative Live Performances](#)
- [Recordings as Flutist](#)
- [Recordings as Saxophonist](#)
- [Recordings as Bass Guitarist](#)
- [Recordings as Pianist](#)
- ["Acoustic Sessions" Performances](#)