

# CHRISTINA MARTIN

CREATOR, BACKSTAGE ARTIST LOUNGE

Adventurous and independent, Christina grew up dancing and riding horses in the rural Maryland suburbs of **Washington D.C.** The eldest of four, Christina was the "trail blazer" in the family, always leading the way and excited to discover new experiences.

At age 19, she enrolled in an **Adventure Sports** Institute to train in wilderness survival, rock climbing, military orienteering and snowboarding. Following that, Christina attended the **University of Colorado** at **Boulder**, earning a B.A. in **International Affairs**. CU studies abroad took her to **Spain**: Granada, Madrid, Barcelona and a tiny village of Cabra de Santo Cristo.

Christina's professional career began with an assignment to the **Board of Governors** of the **Federal Reserve** System, launching her into the finance industry. Conducting research under Greenspan's head of International Finance, Christina was recruited to trade **derivatives** for Charles Schwab headquarters, where she learned the ropes in equity markets and hedging strategies. September 11<sup>th</sup> came and so did the dot com crash in the bay area. Christina bought a convertible and headed down to Santa Barbara where she was scooped up by a \$200 million **hedge fund** and then by a **\$9 billion** fixed income fund from Bermuda, Starbuck Tisdale & Williams. At STW, Christina led investor relations across **Ireland, Scotland, England, France, Monaco, Canada** and all US territories. She became the firm's international ambassador, raising \$2 billion in new assets before she was even old enough to rent a rental car. Also during this time, Christina earned her **VFR Private Pilot License** from Red Baron Aviation at Santa Barbara Airport.

During a stint in the UK, Christina founded **Equity Strategic Relations** with a senior exec at **Pinewood Studios**, where Christina's love interest at the time, Gerry Butler, was busy shooting the film, "Phantom." From there, Christina's new company became a central force at Sundance, Toronto and other film festivals. Front row to LA and NY fashion weeks, Christina was swept into the world of Emmys, Oscars, Globes, VMAS and Grammys. In 2007, Christina traveled to Venice with **Emilio Estevez, Lindsay Lohan, Freddy Rodriguez** and **Christian Slater**.

Eventually, Christina's passion became **music**...specifically, **rock n roll**. Her company gradually shed film and celebrity clientele, replacing them with a new set of rock star projects. Becoming a VJ for Music Plus TV, Christina played around on camera on the show "10 Deep," and produced their show "Hollywood Downlow." She partnered up with KROQ's Stryker to produce artist events for **Avenged Sevenfold, Angels and Airwaves, Fall Out Boy** and **Saoin**. Christina starred on **VH1's "Rockband 2 The Stars"** alongside **Sebastian Bach** and **Alice Cooper**. As part of the show, Christina performed at **Viper Room** and **Staples Center**, opening Staples Center for **Panic! At The Disco**. Business grew organically for Christina, as one thing led to another. Brokering a long term relationship with **KPNT 105.7 The Point**, Christina produced branded backstage lounges for **Wolfmother, Papa Roach, The Killers, Bullet For My Valentine, Staind, Offspring, Sum 41, Breaking Benjamin** and **Seether**. Ultimately, Christina reinvented her company, branding it the **Backstage Artist Lounge**.

Backstage Artist Lounge hosts preeminent touring rock bands backstage at their *largest* festival tour dates all across **North America**...and the **Caribbean** now thanks to **VH1's Best Cruise Ever** and **Kid Rock's Chillin' the Most Cruise**. Backstage Artist Lounge™ Tour is sponsored by hundreds of corporate partners including Tippmann Sports, Anama, Firefly Vodka, Civil Society, CREAM, Westone, Gibson, Rollerblade, Toku, Bacardi, Clif Bar and Forged. Backstage Artist Lounge has become the leading platform for brands to integrate effectively in the touring music industry. Revered by rock royalty, BAL has hosted **Motley Crue, Godsmack, Alice In Chains, Slipknot, Wolfmother, Shinedown, Theory of a Deadman, The Killers, Rancid, Rise Against, Three Days Grace, Buckcherry, Hoobastank, Blue October, Sickpuppies, The Used, Charm City Devils, Saliva, Chevelle, Puddle of Mudd, Jet, Saving Abel, Flyleaf, Halestorm, Cavo, Loaded, Street Sweeper Social Club, Billy Talent** and **Korn**, just to name a few.

Expanding internationally, the 2010 Backstage Artist Lounge™ Tour includes over 30 festivals and tours worldwide. Original BAL merch has been designed for sale to the 30,000-60,000 fans attending each BAL festival tour date,

and BAL has become the topic of various content deals including development of a television series about BAL. Official BAL media partners include **Guitar World**, **Revolver magazine** and **Music Connection**. Christina also became an on-camera host, on behalf of BAL, on **RealTV Films** viral video provider of content to Facebook—BAL is a modern media-savvy company, active on various social media sites.

“Life is one big tour,” explains Christina. Endless adventures have included peaks and valleys, risks, rewards, failure and wisdom. In the **Eolian Islands** (so small they do not appear on most maps), Christina once hiked 5 hours to the top of the **active volcano** of **Stromboli** just to watch it erupt against the night sky. Yes, she came home in a **wheel chair** but that is a long story! Christina speaks French, Spanish, some Italian, and a little German.

Christina graduated with a **4.0 GPA**, **Summa Cum Laude** and **Phi Beta Kappa**. Just a few years later, Christina began giving back to the University, joining the Board of Trustees, becoming the youngest Trustee ever elected in the history of the University. Christina served 3 years on the Board of the approximately \$1 billion Foundation and Endowment.

To date, Christina’s philanthropic work has included **Juvenile Diabetes Research Foundation**, **Covenant House of California**, **Clothes Off Our Back**, **LACMA**, **Sound Art** and **City Of Hope**, which funds translational research in the battle to find cures for cancer. Christina’s emphasis on giving back is the reason **Backstage Artist Lounge** benefits multiple charities every tour date. Also a leading California fundraiser for Senator Hillary Clinton during the primaries, Christina co-hosted Clinton’s young Hollywood events with **Christina Aguilera**, **Penelope Cruz**, **Will I Am**, **Ben Silverman**, **Bret Ratner**, **Jeremy Piven** and **Ron Burkle**.

Christina has been featured in **L.A. Business Journal**, **Cosmo**, **Wealth TV**, **Entertainment Tonight**, **Celebrity Justice**, **944 Magazine**, **Ego Magazine**, **Free Magazine**, **Revolver Magazine**, **Skinnie Magazine**, **VH1**, **L.A. Confidential**, **Metal Assault**, various newspapers and **Variety**. In 2009, Christina hosted the monthly **Beverly Hills Luncheon Circle** at the Peninsula of Beverly Hills, and her business leadership also landed her a seat at the table of **Forbes Women of Power** dinner. Christina is currently completing her [2010 Backstage Artist Lounge™ Tour](#).



PR CONTACT: [BackstageAmy@gmail.com](mailto:BackstageAmy@gmail.com)  
BAL Main Office: +1(310)433-6078

