

ANTHONY CORDOVA

Founder & CEO, Rock My Reunion | Event & Concert Producer | Business Development
San Francisco Bay Area, CA • [REDACTED] • [REDACTED] • [REDACTED]

SUMMARY

Founder and event production executive with 30+ years delivering large-scale concerts, festivals, philanthropic campaigns, and corporate programs for global brands and nonprofits. Built Rock My Reunion — the first reunion platform to eliminate organizer financial risk entirely — after personally fronting \$10,000 at his own reunion. Deep expertise in escrow-based financial models, sponsor marketplace development, AI-assisted event planning, and business development. Known for people-first leadership, operational discipline, and experiences built to matter.

EXPERIENCE

Founder & CEO

Jan 2026 – Present

Rock My Reunion, Inc. • Los Gatos, CA

- Built the first reunion platform to eliminate organizer financial risk entirely — ticket revenue held in escrow, vendors paid at milestones, organizer credit card never used. Ever.
- Raising a \$500K seed round on WeFunder targeting a \$1.8B TAM across 400,000+ annual US reunions.
- Architected six platform pillars: Escrow-First Ticketing, AI Planning Co-Pilot, Sponsor Marketplace, Spotify Integration, Who's Coming Wall, and Class Social Feed.
- Led full product design (26-page UX flow, live mockups), engineering scoping (\$75K–\$90K Phase 1 fixed-price), and go-to-market strategy.
- Founded after personally fronting \$10,000 on a credit card at his own reunion — with 30+ years of live event production experience behind the build.

Principal Consultant — Event & Concert Producer

2020 – 2026

Story Road Entertainment • San Francisco, CA

- Produced large-scale public events, festivals, and community programs for cultural partners, nonprofits, and national brands.
- Led end-to-end event operations: budgeting, vendor management, run-of-show, staffing, and onsite logistics.
- Festival Producer for Endless Summer + Dana Point Film Festival; managed sponsors, city officials, tourism partners, and multi-day programming.
- Advised venture capital and private equity firms on music investments and catalog acquisitions.

VP/GM, Music & Entertainment Partnerships

2014 – 2019

IfOnly / Traina Interactive • San Francisco, CA • Acquired by Mastercard 2019

- Senior leader overseeing experiential programs, philanthropic events, and multimillion-dollar partnerships for Salesforce, VMware, Honda, Lexus, and BMW.
- Produced 200+ concerts and immersive experiences with Foo Fighters, Bruno Mars, Sting, Katy Perry, Lady Gaga, and OneRepublic.
- Created charitable programs raising millions for the Humane Society, Habitat for Humanity, Red Cross, and Born This Way Foundation.
- Negotiated high-value artist contracts with CAA, WME, and UTA; managed multimillion-dollar budgets under tight timelines.

VP, Business Development & Strategic Partnerships

2019 – 2020

Life Saving Images (LSI) • San Francisco Bay Area, CA

- Produced onsite mobile events for corporate partners including Genentech, KeyBank, and Franciscan Health.
- Strengthened community engagement through education, outreach, and event-based initiatives.

CORPORATE & COMMUNITY PROGRAMS

Corporate Outreach & Programs Coordinator

2019 – Present

Heart of the Matter • San Francisco Bay Area, CA

- Produced and coordinated onsite events at Fortune 500 companies including Genentech, Google, and Kohl's.
- Managed end-to-end logistics for mobile program units across multiple simultaneous sites.
- Conducted corporate outreach and booked programming at large employer campuses and public events.

ADDITIONAL EXPERIENCE

Consulting VP, Business Development — Leviti

2022–2023

Strategic Advisor (Co-Founder) — AUDIOPOOL Inc.

2024–2026

VP, Artist Relations — Tickets for Charity

2009–2014

Director, Entertainment Marketing — Yahoo!

2007–2009

Roles reinforce event production, partnerships, nonprofit fundraising, and large-scale program execution.

CIVIC & COMMUNITY LEADERSHIP

Arts Commissioner, District 6

2022–2024

City of San José • San Jose, CA

- Advised on cultural policy, arts funding, and equity initiatives; supported community arts programming and public access to cultural resources.

Board Member

2023–2025

Max's Helping Paws Foundation • Carmel, CA

- Served on the board of a nonprofit dedicated to keeping pets and families together through financial assistance for veterinary care.
- Supported fundraising, donor engagement, and community partnerships; helped guide the foundation through its acquisition by Peace of Mind Dog Rescue.

Disaster Relief Certified Volunteer

American Red Cross

- Certified in disaster relief response and community emergency preparedness.