

# Topher Stott

Creative Strategist / Music Director / Brand Innovator

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I am focused on both the creative as well as the business. Equally at home on the bandstand and in the boardroom, I believe strongly in creativity from the start, and taking smart chances whenever and wherever they are available to ensure great results.

I was lucky enough to attend York University, where I studied music performance and interactive multimedia. I have been a professional musician and creative innovator for over 30 years.

For the last fifteen years, I have been creating and producing music based events for many fortune 500 brands and companies. I have worked directly with world class artists as both an event producer/Creator and as the band leader/performer. Before that I was working as a creative director for a marketing agency creating online and offline content for major QSR brands.

For the past eight years, I have been working with pro sports organizations to build custom music solutions and programming with clients from MLB, the NHL and the NBA including World champions the Toronto Raptors.

For the last five years I have been working in Mobile Fan engagement technology, working with the largest brands in the sports and entertainment worlds including the NFL, NBA, NHL, MLB, Disney , Universal, Coke and more.

[TopherStott.com](http://TopherStott.com)

<https://linktr.ee/TopherStott>



## Musical Direction

**I am a confident leader and I can build an amazing band around any artist and deliver great results.** My Purpose built backup band, the Goodbones have acted as the house band for a number of high profile events including the Junos, Youtube, Cbc, Coke music, Arht Media and more.

I have acted as musical director/band leader for a number of artists including Miranda Lambert, Big Boi, En Vogue, Arrested Development, Jim Cuddy, Macy Gray, Indigo Girls, Meghan Patrick, Alan Doyle, Alice Cooper, Earl Slick, Steve Cropper, Clay Cook, Caylee Hammock, Christian Bush (Sugarland) , Richie Sambora, Lion Babe, Dj Logic, Wale, Weaves, SATE, Gowan, Leonard Sumner, Snotty Nose Rez Kids, Whitehorse, Megan Patrick, Jully Black, Elisapie, Haviah Mighty, Joey Shithead, Scott Helman, Stephen Page (BNL), Whitehorse, Jess Moskaluke, Iskwé, Northern Touch All stars, Terra Lightfoot, Tim Hicks, The Weather Station, Cadence Weapon, Swollen Members, Kathleen Edwards, William Prince, Milk & Bone, Dizzy, Hubert Lenoir, Laila Biali, Reeves Gabrels (the Cure), Richie Cannata (Billy Joel), Tommy Shannon (Double Trouble), Orianthi, Neil Jason, Kasim Sultan, and many more.

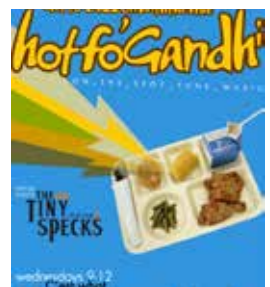
**I recently won a 2023 Clio award for music direction on a commercial that I wrote and produced for Chilis and Coke featuring Brian McKnight.**

## Creative Direction

As a creative director, I am armed with a unique set of skills. With experiences ranging from sound design at a video game house to branding and creative direction at the agency level, I believe in growing creative through investigation and solid strategy.

I love to build a team of creatives from varied backgrounds and perspectives and create work that both we and the client can be proud of.

Over the last twenty years, I have enjoyed diverse creative experiences working on Coke, Chilis, Six Flags, National Lampoon, Telus Mobility, Pepsi, Interac, Pappa Johns, Famous Players/Cinplex, Pizza Hut, Kentucky Fried Chicken, Taco Bell, Yogen Fruz, Montana Cookhouse, TD Securities, The Olympics, The Final Four, NFL, NHL, Paramount and many more.



# Event Creative Development/ Production

**I have created events that have won awards and more importantly have created real value for my clients.** I have designed and developed hundreds of events in multiple countries for many fortune 500 companies. I work as a consultant or music director on corporate events/concerts across North America every year.

During Covid, I partnered with Lemmon Entertainment and PRG to create THE HUB - a broadcast studio and content capture venture inside of the famed Toronto Venue the Opera House.

I recently partnered with ENT! marketing, Cbc and the Junos to conceive and produce an industry event named Playlist Live! Playlist features a mix of veteran and new music talent that has grown into a highlight event for the Canadian Music Industry. The event is broadcast nationally.

I was the Music Director for the Launch of the Youtube Music streaming service in Canada for an event that was streamed live and featured a list of singular international talent.

As a producer, I listen and I sweat the small stuff while keeping an eye of what is going on in the real world. I get great results from my teams and work hard to gain the respect of all that I work with.

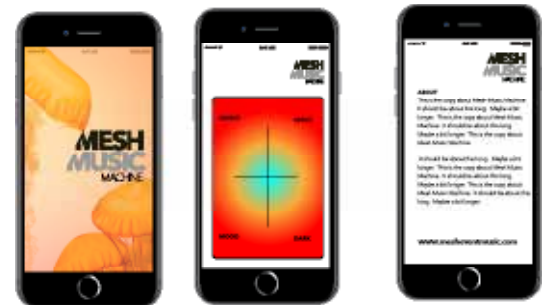
I pride myself on my record of success and **I look forward to working with partners that are as excited by the ideas as I am.**



# Content Producer/Director

**I have always been interested in the creation of content, and have always had content as a feature of my programs and events.** I have produced hundreds of recording sessions, produced/directed many video and photo shoots, and coordinated large media projects from creation to completion.

I have developed Numerous apps and fan engagement tech for events and am currently developing an app that allows the crowd to interact with a band in real time to help guide the music.



## Select Event Production Clients





## Sports Entertainment

Since 2016 through my business, Hitmen Drumline. I have been working in the sports entertainment market as a consultant providing custom music strategies for teams and organizations. I work closely with my clients to build a branded product that is tailored to their fans, culture and community, with some amazing results.



Highlights include creating

- **Northern Beats** (10 piece Hip hop marching band with hype man for The 2019 Raptors NBA Championship run.



- **The RedCity Drumline** - an 8 piece drumline performing for all of the Pro Calgary Teams

- **The Bluejays Line** - A 12 piece drumline for the Toronto Bluejays



- **The Maple Leafs Blue Line** - an 8 piece hybrid drumline and brass band for the Toronto Maple Leafs.

- **The Oilers Drum + Brass Crew** - an 8 piece hybrid drumline and brass band for the Edmonton Oilers.



- **Sonic Boom** - Vancouver Canucks Drumline

- Developed on stage/concert/fan village programming for The World Cup Of Hockey.

- Developing on stage/concert/fan village programming for The Grey Cup Festival (multiple years)

- Performing for Team Canada in Soccer, Basketball and Volleyball

### Select Sports Entertainment Clients



Toronto Raptors



San Diego Padres



Team Canada



Toronto Bluejays



Edmonton Oilers



Calgary Flames



World Cup Of Hockey



Ottawa Senators



Ottawa RedBlacks



Arizona Diamondbacks



Calgary Stampeders



Toronto Maple Lea



Toronto FC



Vancouver Canucks

# Fan Engagement/Tech Innovation

As the Chief Creative Officer at CUE (Sept2023-Current) , I hold a pivotal role in spearheading innovation and creativity within the realm of cutting-edge mobile fan engagement technology. My responsibilities encompass a multifaceted approach, involving the development of mobile gaming platforms, fundraising initiatives, and the integration of mixed and alternate reality technologies.

## CUE is at the forefront of revolutionizing how the world's largest sports and entertainment brands interact with their fans.

I oversee the conception and execution of mobile gaming experiences that captivate and immerse fans in the excitement of their favorite sports and entertainment events. Leveraging my expertise in interactive design and user experience, I am able to craft engaging gameplay mechanics and captivating narratives that resonate with diverse audiences.



My strategic insights into fundraising strategies further enhance CUE's ability to sustainably finance and scale its innovative projects, ensuring continuous growth and impact. Moreover, my role extends beyond technological advancement, as you forge strategic partnerships with iconic brands such as NFL, NBA, NHL, MLB, Disney, Coca-Cola, Six Flags, and Universal.

By collaborating with these industry leaders, I amplify the reach and influence of CUE's fan engagement solutions, enriching the experiences of millions of fans worldwide.

### Select Fan Engagement Clients

