



Antonio Ortiz has always been an autodidact with an eclectic array of interests. Fascinated with technology, marketing and culture he has forged a career that combines them all.

He began learning about sales and customer service at an early age by working at his family's gift shop where he wrote copy for ads, designed displays and worked as a salesperson on the main floor. The lessons learned there would serve as the foundation to his career.

In college he pursued a dual degree that at the time seemed unorthodox to most people; he studied computer science and theater arts administration. The computer science studies shaped his logical thinking and his ability to work comfortably with ever-evolving technology. His theater studies concentrated on the administration and technical aspects of theater and the performing arts. He continues to rely on stage management techniques to enhance his organizational skills. His design sensibilities are drawn from his experience with technical design for the stage.

In 1991 Antonio developed one of the very first websites to market the arts. It was text based, only available to computer scientists, and increased attendance to the Rutgers Arts Center where he had truly begun his professional career.

Since then Antonio has been an early adopter and innovator merging technology and marketing with his passion for art, culture and entertainment.

Antonio's professional career continues to evolve because of his constant pursuit of new challenges, applying the philosophies of live performance: flexibility, efficiency, and reacting in real time bringing projects to their conclusion.