

JON LUINI

FOUNDER, CHIME INTERACTIVE

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Jon is the founder of Chime Interactive, a full service digital agency that provides digital strategy services, web site technologies and design, and video and multimedia production. Specializing in the music industry, Chime has a client list that ranges from Bob Dylan, Madonna and U2 to the Beastie Boys, Los Lobos and Joe Satriani, as well as Korg, world leader of musical instruments. Jon has been in the trenches exploring and helping define the Internet music space since its inception. In the 1990s he founded three companies that early on demonstrated the potential of music online: the first online music destination site (IUMA, 1993), the first online rock-n-roll magazine (Addicted To Noise, 1994), and the first webcasting company (MediaCast, 1995). Jon was named one of the "Top 50 People to Watch in Cyberspace" by Newsweek in 1995, has spoken at numerous Internet and music conferences, and most recently received a gold record for his digital strategy and video directing contributions with the band Chickenfoot (Chad Smith, Joe Satriani, Michael Anthony, Sammy Hagar), whose debut album went gold in 2010. Jon also performs & records music whenever he is able (including with a rock band for kids).