

MIKE BARASH

FOUNDER/CEO, KNOCK TWICE

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Mike is the founder and CEO of Knock Twice, a hybrid PR, content and advertising agency that helps to put start-ups on the map, and tells stories on behalf of some of the biggest brands in the world. Companies trust us with behind the scenes work that falls into the category of “I could tell you, but I’d have to kill you.” Knock Twice employs 40 talented and weird people who are passionate about doing great work that matters. We’re headquartered in San Francisco and New York, with offices in Salt Lake City as well.

Mike has been a music junkie since age 4, when he came home from a play of Annie and cranked out “Tomorrow” by ear. He went on to play classical piano through high school, and has steered Knock Twice towards the intersection of music and technology whenever possible. Mike used to overdub his own voice onto Huey Lewis recordings and drop the tapes in Huey’s mailbox, and wonders whether or not he should share this story with the world...

Before founding Knock Twice, Mike helped Blurb become the coolest self publishing and photography book company in all the land, running marketing for many years in tandem with CEO Eileen Gittins, who now calls Knock Twice Blurb’s Agency of Record. Prior to Blurb, Mike was a VP at Atomic PR and Ketchum, and spent a few years with The OutCast Agency working directly with Silicon Valley communication leaders Margit Wennmachers and Caryn Marooney.

Mike’s happy to be involved with Little Kids Rock, and looks forward to helping to tell our story to the world.