



G R A I N E Y P I C T U R E S

**Amaechi Uzoigwe**  
Managing Director



**Amaechi Uzoigwe** is a New York-based music and entertainment executive and entrepreneur with over 15 years of experience in the both industries. He leads the charge in originality, carving a new path in the business of entertainment for **GRAiNEY PICTURES**.

Originally starting his career in film and TV (after graduating from the University of Michigan with Colin), Amaechi eventually segued from directing music videos for aspiring artists, to managing their careers.

Since then, he has launched highly successful record label **Definitive Jux**, forward-thinking artist and label management company **World's Fair** and groundbreaking music awards platform **PLUG Awards**.

In addition to working with multiple genres of music across the independent and major label spheres, Amaechi has been deeply involved in cutting-edge approaches toward both art and commerce, with an established track record of growing business, brand and artist credibility, visibility, and market share.

He also serves on the **Executive Advisory Council** for **eMusic**; and sits on the **Board of Advisors** for **Official.fm** (formerly Fairtilizer.com), **Synthesis Networks**, and **Ourstage.com**.



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