

HERB PARTLOW

Herb Partlow has over 30 years of experience in the music business. He has covered a broad range of music business roles from radio personality to artist, writer, producer, manager and studio recording and mastering engineer.

After dedicating a great deal of time and energy producing San Francisco bay area hip hop and RnB artists, he decided it's time to show his true artistry. In 2011, he independently released his debut EP "Urban Jazz" on his Superb Muzic label.

Herb plays the keyboards, piano, bass guitar, along with drum programming and string arrangements. Justin Pignes is featured on the soprano and tenor sax, and Angel Sessions lends her sultry vocals to the project. Freddie White produces one track and provides a killer piccolo bass solo on "Midnight Interlude."

This project incorporates elements of jazz and hip-hop. It is very smooth and jazzy music, but it also knocks with 808 kicks and drum rhythms that will appeal to the younger generation; as well as the traditional smooth jazz consumers.

He has gone back into the studio and is working on his new single "Digital Future" which is scheduled for release sometime during the first quarter of 2012. He also plans to release a full length CD "Jazzy Beatz" sometime in the 2nd or 3rd quarter of 2012.

Herb was born in Charleston, SC and migrated to California in 1979 after accepting an athletic scholarship to attend the University of California Riverside. He spent 4 years as an on-air personality at KUCR, 88.1 FM in Riverside California.

He and fellow KUCR DJ Kin Harris were signed as artists in the 1980's with Hollywood's Macola Records. (Macola also launched the careers of Dr. Dre, Ice Cube and Easy E. when the label signed N.W.A.) Herb and Kin received recommended status in one of Billboard Magazine's editions in 1987 for their Macola release "Da Ticket." He was also featured in a Billboard Magazine article chronicling the bay area R&B/Hip-Hop scene in 2003 with the likes of Goapole and Ledisi.

He has gone on to produce several independent bay area music acts including, Angel Sessions, Do or Die, Willie Hen, G-Lo, Alkohol, Bigg Chaly, J. Dandridge and many other aspiring artists who were working to hone their musical talent and recording skills. He also served as manager and is well versed in the business and contractual aspects of the industry. (e.g., artist agreements, producer agreements, publishing, copyrights, sample clearance, performing rights, music licensing, and royalties)

In addition, Herb has many years of professional business experience working for several large corporations such as KPMG, Arthur Andersen, Bank of America, The Federal Reserve Bank of San Francisco, Deloitte & Touche and LECG.

Herb's music is available on iTunes, Amazon, eMusic, Rhapsody and many other on-line retailers. Physical CDs can be ordered direct from his company website at www.superbmuzic.com.
