
TEAM BIOS

SHAHIN SHAHIDA

DIRECTOR OF AUDIO PRODUCTION

Shahin Shahida has a unique edge in the business of audio branding-20 years of experience in the music business that includes the production of numerous top-selling CDs. In the 90s, Mr. Shahida helped boost sales at Higher Octave Music, an independent record label in Malibu, CA, when his debut album, Shahin & Sepehr's "One Thousand and One Nights," hit number 6 on the Billboard charts.

When his involvement in international marketing broadened Higher Octave's worldwide exposure, major labels began to take note. In 1997, Virgin/EMI acquired Higher Octave and incorporated its roster, including Mr. Shahida's work, into the EMI catalogue. He later signed a three-album deal with Universal Mexico and developed an entirely new sound.

Mr. Shahida has performed live across the globe in support of his music; performances he produced himself. He has been reviewed and interviewed by the top media outlets in the world, including NPR, CNN, and the BBC. Mr. Shahida believes in peace through music and is now a full-time board member of the Chicago-based, "Genesis at the Crossroads," a nonprofit that uses music and the arts to bridge cultures divided by conflict and creates innovative arts education programs worldwide.

Mr. Shahida holds a degree in international finance from the American University in Washington, DC-his home for the past 20 years. He began a Masters in Architecture at Catholic University prior to signing his first record contract.

