



## MOONLIGHTING MUSIC TO HIS EARS

What began as casual marketing advice at the request of friends and acquaintances, has become a thriving operation rooted in idea generation, brand development, cross-functional relations and creative execution.

With an early career powering through mid-level roles at various corporations from NBC TV to Harman International, Richard Ngo-Tran<sup>4</sup> knows a thing or two about the corporate ladder. In 2004, while a music product manager with JBL, Ngo-Tran began a small moonlighting project to assist friends in the audio industry with their marketing needs. This venture would eventually become known as Initiate Inc.<sup>5</sup>

Based in Los Angeles, CA, Initiate is an integrated marketing agency harnessing the expertise of experience, coupled with the strength of networks, to effectively build brands, launch ventures, and drive business. They specialize in all things music - from the art, culture and lifestyle surrounding it, to the technology behind it. The 10-person agency currently services a couple dozen clients in market sectors that include consumer products, entertainment, fashion & apparel, lifestyle brands, and musical instruments. In a diversification strategy to extend its network, Initiate is currently in merger and acquisition mode.

Clients include Ableton, Akai Pro, Burton, Converse, Disney, Jawbone, Motorola, Puma, Ray-Ban, Red Bull, and Waves.

### Statistics

2010 Revenue:..... \$11.5 million  
 Employees:..... 10  
 Founded:..... 2004  
 Industry:..... Professional Services  
 2011 Rank:..... Honorable Mention