JONATHAN RODRIGUES

Los Angeles, CA | (203) 218-8720 | jonathanjarodrigues@gmail.com | linkedin.com/in/jonathanjarodrigues

PROFESSIONAL SUMMARY

Business development and brand partnerships executive with 10 years of experience across music, entertainment, sports, gaming, and emerging technology. Negotiates talent endorsements, live activations, and enterprise partnerships worth up to $5M with C-level executives, record labels, and talent representation, backed by hands-on AI product development and M&A advisory experience.

EXPERIENCE

Director of Talent & Partnerships, Head of Innovation March 2026 – Present
FlyteVu – Los Angeles, CA

- Source, negotiate, and close endorsement and live activation deals directly with talent representation on behalf of brand clients, securing partnerships with talent including Travis Barker and Heidi Klum.
- Serve as the agency's subject-matter expert on music, sports, and gaming partnerships, shaping talent and sponsorship strategy for brand clients.
- Lead product development and project management of a proprietary AI tool that identifies new partnership opportunities for brand clients.
- Advise parent company leadership on M&A strategy, evaluating potential acquisition targets.

Founder & CEO February 2025 – Present
ANKYR.XYZ – Los Angeles, CA

- Founded an AI-powered live touring network connecting emerging artists with venues to grow artist careers.
- Launched in July 2026 and grew to 15 clients, leading business development, B2B partnership negotiations with artists and venues, and go-to-market campaigns.

Agent, Emerging Technologies & Music July 2022 – February 2025
Creative Artists Agency (CAA) – Los Angeles, CA

- Executed full-cycle business development from lead generation through deal closure, signing 17 new clients in music and entertainment technology and overseeing a portfolio of 30+ clients while surpassing financial targets by 130%.
- Negotiated and closed enterprise partnerships worth up to $5M with management teams, C-level executives, and record labels, aligning stakeholders around business objectives and cultural trends.
- Managed go-to-market strategy, product releases, P&L, and ROI analysis across a diverse client portfolio; designed tiered pricing models that increased revenue share for talent and the agency, securing 10 new partnership deals and increasing client acquisitions by 200%.
- Led end-to-end development of a celebrity NFT collection that generated 300 ETH in initial sales as the fastest-selling collection on OpenSea, and conceived and produced the first-ever NFT comedy special.

Assistant, Music Touring May 2019 – September 2020; August 2021 – July 2022
Creative Artists Agency (CAA)

- Managed accounts for 20+ clients across 500+ engagements, handling 40% of regional venue partnerships.
- Generated incremental revenue through strategic tour routing and venue partnership optimization for multiple high-profile tours.

Assistant, Music Touring May 2021 – August 2021
United Talent Agency (UTA)

Operations Manager February 2016 – October 2018
Ascender // Thrill Mill – Pittsburgh, PA

- Managed operations and Live Nation partnership strategy for a two-day music festival generating $1M+ in revenue with 17,000+ attendees.

SKILLS

Partnerships & Deals: Brand Partnerships, Talent Relations, Endorsements, Sponsorships, Live Activations, Contract Negotiation, Deal Structuring, Business Development, P&L Management, ROI Analysis

Strategy & Technology: AI Product Development, Project Management, Go-to-Market Strategy, M&A Advisory, Cross-Functional Leadership

Industries: Music, Live Touring, Sports, Gaming, Entertainment Technology, Web3/NFTs

EDUCATION

Bachelor of Arts, Ethics, History & Public Policy | Carnegie Mellon University – Pittsburgh, PA