

## ADAM SCHIFF - BIOGRAPHY

Adam was born and raised in Johannesburg, South Africa. At the age of three he began playing piano by ear after listening in on his older sister's piano lessons. By sixteen he was performing live professionally, and by eighteen he was the musical director for P.J. Powers, South Africa's biggest selling female artist. During this time he was commissioned, along with P.J., to compose the election campaign song for Nelson Mandela's ANC Party for the first free elections in South Africa. The song, *Now is the Time*, was performed for Nelson Mandela at the ANC convention in 1994 and again at President Mandela's historic inauguration ceremony. *Now is the Time* was included on the album, *Sekunjalo – Bread and Roses*, for worldwide release.

During the four years he acted as P.J. Power's musical director, Adam performed and recorded with all of South Africa's major recording artists as well as acting as musical director for countless musical and industrial theatre productions. From live TV performances to live radio performances, 80 people capacity clubs to 80,000 people capacity stadiums; Adam had the good fortune to perform in wide-ranging styles for diverse audiences. He toured throughout Africa and the United Kingdom and played with the headliner at a command performance for The Queen Of England during her visit to South Africa. Adam also opened his first recording studio and began recording and producing local acts. This led to his passion for recording and producing and, of course, made him a complete "gear head"!

Adam relocated to Los Angeles to attend The Musicians Institute. After three months in LA he started working as a recording and mix engineer for composer Dan Licht (*Dexter / Cashmere Mafia*) that sparked a new direction in his compositions - music for picture. Adam's vast knowledge of all things computer / music led him to meet many composers and producers and in 2000 he found himself walking through the doors of *Machine Head Music and Sound Design* where he was offered the post of in-house engineer. At *Machine Head*, Adam designed and ran the house studio, which led to much collaboration with visiting artists and composers, as well as *Machine Head's* in-house composers. In 2002, Adam was asked to compose a track for a spot that no one had got quite right. He wrote the track and won the job. During his years at *Machine Head*, Adam worked his way up to becoming the company's Lead Composer. He has composed for countless spots such as: *Blue Cross/Blue Shield, Cadillac, Chevy, Chrysler, Cisco, Coke, Cook's Ham, Dodge, Energizer, Excedrin, Farmers Insurance, Ford, Franklin Templeton, GM, Heineken, Honda, Hoover, HP, Jeep, Jose Cuervo, Kaiser Permanente, Kenmore, Las Vegas Tourism, Lincoln Financial, Mattel Barbie, Mattel Polly Pockets, Medical City, Mitsubishi, MTV, Negra Modelo, Nike, Nissan, Pepsi, Pirelli, Red Bull, San Diego Tourism, Scion, Shell, Suzuki, Toyota, Wal-Mart, Whiskers, Xbox*, and many others.

In 2006, Adam composed the score for the *Pirelli* short film *The Call* for Leo Burnett Italy. The film was directed by Antoine Fuqua and starred John Malkovich. Based on the success of the first film, Adam was asked to score *Pirelli's* subsequent 2007 short, *The Game*, which was directed by Kathryn Bigelow and starred Uma Thurman. Adam scored much of the film *Pool Hall Prophets* that starred Freddie Prinze Jr., Ving Rhames and

Roselyn Sanchez. His film and video game contributions include: *Blind Horizon* with Val Kilmer (Lions Gate Films), *The Matrix Reloaded* and *Matrix Revolutions* (Warner Bros.), *Full Spectrum Warriors* video game (Pandemic & THQ), and acclaimed documentary *51 Birch Street* (HBO/Cinemax).

Adam has had much success as a songwriter in a diverse range of genres and styles. Some of his songs that have been featured in films include: *Lose Control* and *Take My Hand* for *Raise Your Voice* (starring Hilary Duff, Rita Wilson, Rebecca De Mornay); *Never Again* and *If You Wouldn't Be Mine* for *Edison* (starring Kevin Spacey, Morgan Freeman and Justin Timberlake) and *Forgiveness, Just Friends Jamie Smiles* (co-written with H. Scott Salinas), and *Love from Afar* for *Just Friends* (starring Anna Faris, Ryan Reynolds and Amy Smart.) Adam's songwriting skills have also crossed over to commercials. His song, *Where'd You Get That*, launched *Mattel's* new *Barbie Fashion Fever Doll* in 2004 across the United States in commercials featuring Hilary Duff. In 2005, *Mattel* signed teen-singer Skye Sweetnam to perform lead vocals on Adam's song as they continued on with the successful campaign. Schiff has also worked on numerous remixes of artists such as *Seal*, *The Flaming Lips* and *Jill Scott*. One of Adam's highlights from 2008 was working with Michael Jackson in Vegas, remixing his *Thriller* track for the *Sobe* Super Bowl spot, which was produced by *The Arnell Group* and starred Naomi Campbell. Sitting down with the original multi-tracks of *Thriller* was paradise!

Since leaving *Machine Head* in July 2008, Adam has co-written both songs and score for the documentary *Goal for Life* for *The Global Oneness Project*; scored a visual documentary about Bhutan for Aine Carey and David Emery and has recently completed a *Windows* spot.

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