**BIOGRAPHY**

**Ayana Rivera** – Entertainment business veteran, assisted in shaping the careers of such icons as **Sean “Diddy” Combs**, **Lil' Kim** and the **legendary Notorious B.I.G.,** pop acts **Justin** **Timberlake, Britney Spears and Usher.** Enhancing her career, Rivera went on to pursue the film industry attending **New York University’s Film School** and received certifications in **Music for Film & Television**, which led to opportunities liaising with **Sony Pictures**, working on soundtracks for movies, ***Woo*,** starring **Jada Pinkett-Smith and Tommy Davidson** and later on, ***The Gospel***, starring **Idris Elba and Nona Gaye.**

Rivera found her lane, and would soon connect her talents with ***Pras Michel,***the mastermind behind the **multi-Grammy award winning group *Fugees***, who sought her out and appointed her as his Production Manager with **Warning Films** - a production company responsible for films such as ***Gang of* *Roses***, starring **Monica Calhoun and Stacey Dash** and ***Go For Broke*** starring **Emmy Award winning actor Michael Goorjian** and **Lisa Raye**. And because Rivera was so versed in artist relations and music administration, Pras additionally made her a manager with his joint venture record label, **Rat Pack Entertainment/Elektra Records**.

Furthering her goal to touch every facet of the creative industry, Rivera struck gold when she met **Entertainment Mogul, Max Siegel**, who immediately recognized her talents, appointing her as his right hand and **Operations Manager** with **Max Siegel Inc.**, **a media agency** that specializes in **sports, entertainment and multi-cultural marketing**. During her first year with MSI., Ms. Rivera had to make a life changing decision to uproot her family and re-locate from NYC to North Carolina for a dream opportunity to work with client, **Dale Earnhardt, Inc.,** the most popular franchise in **NASCAR,** as Siegel was appointed as their President, running the entire Global Operations. This was a huge leap from the entertainment industry, and just like that, Rivera and Siegel had become a few of the most influential and **highest ranking African Americans** in the world of NASCAR!

Rivera contributed over a decade of dedication and passion to a world that she loves - a world where she inherited a broad knowledge of the entertainment business and how to build one. And upon re-locating back to NYC in 2009, that’s exactly what she did, launching **Creative Control Agency, Inc.,** a company that manages and connects brands to opportunities in entertainment, sports & media. **Max Siegel, Inc**. became CCA’s first client, hiring the agency as Producer on his NASCAR influenced reality show ***Changing Lanes*** which hit the **BET Network** in 2010. And the following year CCA, Inc. assisted Siegel with the production of ***Wendell Scott: A Race Story***, **documentary on ESPN.**

Other clients under CCA’s belt consisted of **Grammy Award Winning recording artist, Neyo,** where the agency helped to launch and brand both his hat venture **Francis Ellargo** with partner **Bollman Hat Company** and his own **liquor venture**, **Malibu Red** with the **Malibu Brand.** Additionally, Rivera was hired by **J. Walter Thompson**, the world’s best known marketing communications brand, to liaise with clients, **Macy’s and Smirnoff**, managing talent relations working with celebrities such as **Sean “Diddy” Combs, Justin Beiber, Mariah Carey and Amber Rose** on their **TV commercial ad campaigns.**

Ayana Rivera is currently the **Supervising Producer** on the **South Brooklyn Television Series,** hired by music industry colleague and long-time friend, **Creator** of South Brooklyn**, John Arrington.** And she just wrapped her Directorial debut on a short film entitled ‘Greater Than A Game’. “I can’t imagine doing anything else with my life at this point in my career” says
Rivera “timing is everything and after all the heart and soul that I’ve invested, I’m looking forward to finally watching every piece of my vision fall in place!”

**CCA, Inc.** has a myriad of new TV and music projects that are currently in development and Rivera is excited for the challenge and eager to chime in on the next wave that’s brewing up in entertainment!