**PRESS RELEASE**

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**Five-time GRAMMY® winner Chris Lord-Alge to present at TEC Tracks session at NAMM on Thursday, Jan. 25**

*Anaheim, CA, January 23, 2024* — Chris Lord-Alge, five-time GRAMMY®-winning producer, engineer, and mixer, will be presenting a TEC Tracks Session at The NAMM Show in Anaheim, CA, Thursday, January 25, 2024, from 4:00 to 5:00 pm PST. Titled “**Chris Lord-Alge on commanding your career: wisdom from five-time GRAMMY® award-winning mix engineer on succeeding as a producer/engineer**,” the session will take place in Room 204B at the Anaheim Convention Center.

In the dynamic and competitive world of music production and engineering, the ability to command your career is essential for success. At this TEC Tracks Session, Chris Lord-Alge (whose credits include Bruce Springsteen, Green Day, Muse, Pink, Dolly Parton and dozens more) will share invaluable words of wisdom on navigating the industry and building a thriving career. This session is a comprehensive guide on how to command your career based on his insights.

Topics will include:
• Getting clients and networking: building a strong network within the industry.
• Communication/professionalism with clients.
• Creating your rules/define boundaries.
• Collecting money: How to establish systems and guidelines that are clear.
• Scheduling: Including time management and setting realistic timelines for projects.
• Artist relations: Dealing with the artist, including understanding their vision and creative.
• Manager relations: How to deal with the manager.
• Social media: Strategic presence, community engagement.
• Transfer of mixes: When, where, to whom and how.

About Chris Lord-Alge

Chris Lord-Alge, a five-time GRAMMY®-winning producer, engineer, and mixer, has left an indelible mark on the music industry through his illustrious career. A recent recipient of a CMA award for Single of the Year with Keith Urban, Chris’s influence extends far beyond borders. His production and engineering prowess have contributed to projects garnering over 15 ARIA Awards in Australia and numerous Juno Awards in Canada.

Notably, Chris clinched an Emmy® Award while collaborating with Cher and worked alongside Phil Collins on an Oscar®-winning song for the Disney movie Tarzan. His multifaceted career, spanning decades, encompasses a diverse array of musical genres. From iconic collaborations with Sugar Hill Gang to contemporary artists like Shinedown, and from legends like Bon Jovi to crooners like Michael Bublé, Chris has navigated the music landscape with unparalleled versatility. His portfolio extends from working with James Brown to Green Day, Krewella to Keith Urban, Tina Turner to Tim McGraw.

Chris Lord-Alge's impact transcends the studio. His CLA brand has produced best-selling audio products and plugins, solidifying his influence in the tech side of the industry. Additionally, his role as an educator through seminars with Mix With The Masters, NAMM and other platforms has made him a globally sought-after brand. His unwavering commitment to music and the audio community is not just a career; it is his life.

Photo File: Chris\_Lord\_Alge.jpg

Photo Caption: Chris Lord-Alge

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