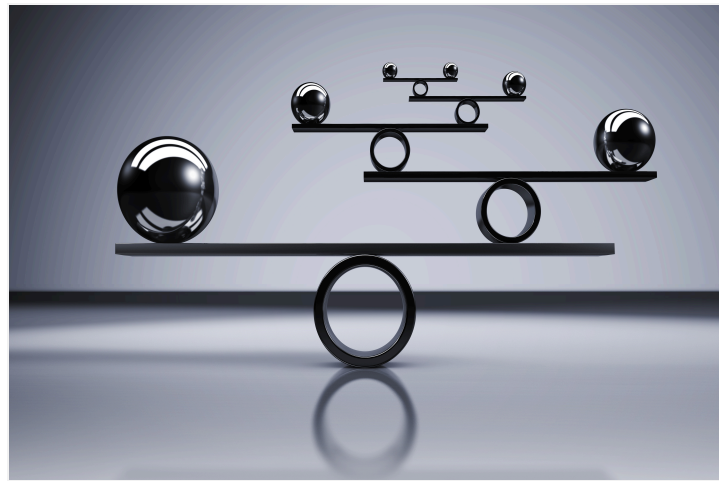


# ROBIN JEAN SASSI

Compassion

Leadership

Vision



## PROFESSIONAL EDUCATION

**SAN DIEGO STATE UNIVERSITY**  
BACHELOR OF SCIENCE, PSYCHOLOGY, MUSIC MINOR

**CALIFORNIA WESTERN SCHOOL OF LAW**  
JURIS DOCTORATE

**CALIFORNIA BAR ASSOCIATION**  
LICENSED ATTORNEY IN THE STATE OF CALIFORNIA

## CONTACT INFORMATION

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619.933.0985

WWW.ROBINJEANSASSI.COM

## EXPERIENCE



### **PRESIDENT & CEO, 1994 to present**

#### **San Diego Music Studio**

Experienced in directing departments, managing organizational structure, communicating with government entities, creating high-quality business strategy, and implementing policies.



### **BOARD MEMBER, 2015-2017**

#### **Storix, Inc.**

Board Member for Storix, inc., and AIX and Linux backup and recovery solution company servicing clients worldwide.



### **FOUNDER, 2018 to present**

#### **The Philippines Ukulele Project**

The Philippines Ukulele Project connects donors to children at risk internationally, bringing music education and inspiration to a global level.



### **ATTORNEY, 2010 to present**

#### **Private Practice**

Business litigation and corporate governance for businesses providing goods and services locally and internationally.



# PROFESSIONAL

## MUSIC PRODUCTS INDUSTRY

CEO and President of San Diego Music Studio since 1994. Overseeing a diverse staff of approximately 20 employees and contractors. Responsible for delegating and directing agendas, organizational structure, strategy, and communicating with government entities. Utilized current technology to maximize efficiency and applied effective trends to in-depth knowledge of music products, vendor relations, and overseas manufacturing.

San Diego Music Studio has been a NAMM Top 100 Dealer for each consecutive year from 2013 to 2022, received the NAMM Music Makes a Difference award in 2019, and was awarded Best Single Store Dealer in 2019 and 2021, Best Clinics 2020, Best community Service 2021, and Best Customer Service 2021 by Music & Sound Retailer Magazine.



## NAMM SPEAKING ENGAGEMENTS

"Careers in Music Summit" hosted by Joe Lamond, NAMM President and CEO. NAMM Show June 2022.

"Do's and Don'ts for Successful Group Lesson Programs" with Kimberly Deverell, NAMM Board Member 2019-2022 NAMM Show June 2022

"The Secrets of Successful Lesson Programs" with NAMM Top 100 Dealers. NAMM Show June 2018.

"Sure-Fire Ways to Improve Your Collections" with Kimberly Deverell, NAMM Board Member 2019-2022 NAMM Show June 2015

"Yelp Help: Make Online Reviews Work for You" NAMM Show June 2014



## TECH

San Diego NFT Convention  
Panelist: NFTs, Web3, and Crypto  
in large property transactions.  
April 2022.

Experience with software  
architecture, engaging  
programmers, and company  
Board of Directors.



## INTERNATIONAL MUSIC OUTREACH

Robin Sassi founded The Philippines Ukulele Project which connects donors with children-at-risk in other countries so that they have access to instruments and music education. Donors provide a ukulele and the project brings the ukulele directly to the child and teaches them to play.

Play them a song, they'll be happy for a day.

Teach them to play, they'll be happy for a lifetime.





## CORPORATE GOVERNANCE

Assisting corporations with strategic planning, organization, financial forecasting, management challenges, and mergers. Clients include software companies providing SaaS internationally, blockchain-based decentralized autonomous companies, retail (brick and mortar and internet-based), non-profits, and musicians.

Past experience in business litigation on a state, federal, and appellate level has provided particular insight into avoiding lawsuits through tactical contracting and negotiations. The primary aim is to position clients advantageously so that the business can run at maximum efficiency.



## LEGAL SPEAKING ENGAGEMENTS

- KPBS Evening Edition, "[New program Helps San Diegans Get More Access to Legal Services](#)", July 24, 2012.
- Enhancing Social Justice Through The Development of Incubators & Residency Programs, Touro Law Center, New York, Speaker and Panel Discussion Facilitator, April 3-4, 2014.
- State Bar of California, San Francisco: Access to Justice Commission, Modest Means Incubator Project Regional Meeting, Speaker representing the Access to Law Initiative at California Western School of Law, April 24, 2014.
- State Bar of California, Los Angeles: Access to Justice Commission, Modest Means Incubator Project Regional Meeting, Speaker representing the Access to Law Initiative at California Western School of Law June 10, 2014.
- Enhancing Social Justice Through The Development of Incubators & Residency Programs, California Western School of Law, San Diego, February 27-28, 2015.

