



## **Wayne Sinclair**

Mr Sinclair started his professional career as a financial analyst having received a Bachelors (BSc) and Masters Degrees in Business Administration (MBA) from the California State University at Dominguez Hills. In 1990 he turned his attention to his passion of music and has since had extensive experience in the area entertainment and media having worked in various capacities on several film and music productions both in Los Angeles and his native Jamaica. His work in this area included stints as the tour manager for the Reggae Sunsplash tours of the United States, Canada and Japan as well as the Arts and Crafts Festival Producer for the Lollapalooza Tour and the City of Pasadena for the 1994 World Cup.

Having returned home to Jamaica in 1998, Mr Sinclair continued to work in film and video production having served as the Production Manager for several local and international feature film, commercial and music video shoots. He also served on the management committee of the local restaging of Reggae Sunsplash in 2006.

In 2004, Mr Sinclair and several partners started the Media, Sports and Entertainment Group, (MSE) which currently operates as a holding company with equity interests in local media, sports and entertainment properties. In this capacity, he is responsible for the strategic and commercial development of these properties which include major events development and management as well as a professional football team. In providing management consultancy services, he has also served in an advisory capacity to the Jamaica Government and has authored that country's Major Events and Attraction Program; the blueprint for Jamaica's Creative Industries Events attraction and development policy. He has also provided consultancy for the European Union in his capacity as a thematic expert on music for the drafting of the Brussels Declaration by Cultural Artists, Professionals and Entrepreneurs.