

# froehlich

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## MANAGEMENT

### **vita harris hodovic**

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#### YOUNG DIRECTOR

Harris was born in Heilbronn, Germany in 1973. The artist with Bosnian family background discovered as a little boy already his passion for music and dance. Surrounded by the "Hip Hop" urban culture of the early 1980's, Harris fell in love with Breakdance. His passion became his profession which led him to co-found a dancing group in 1993, called "Southside Rockers". Traveling the world and winning several national and international breakdance competitions aroused interest in the music industry. The same year he was introduced to Film. He received a call to show his reel, which he had to point out how to get one. In order to market his skills, he taught himself the Edit. Call him a „do-it-yourselfer“.

In 1997 the group signed an international record deal with Sony Music Epic. Southside Rockers became famous quickly not only by representing the music hit of RUN DMC vs. Jason Nevins but also by their first radio hit "Rock On". During this time frame, Harris was involved in most video music scripts, with the aim to represent the real art of this dancing style. In 2001 the music industry hit rock bottom and the dancing group decided to pull back from the active music scene and devoted themselves to theater plays. Regardless of the groups decision, Harris still kept touch with the entertainment industry believing in new opportunities. Then in 2004, Harris and his old friend Eddie Morales, who is a very well known US-choreographer/dancer of Justin Timberlake, decided to start an agency where they would manage and market US choreographers of music stars like Michael Jackson, Madonna, Beyonce, Janet Jackson, etc. Between 2004 and 2010 the agency worked with major companies together like NIKE, NIKEWOMEN, COCA-COLA, RED BULL, PROCTOR AND GAMBLE, MICROSOFT, UBISOFT, MERCEDES and OPEL. The Agency provided concepts for commercials, video games (Xbox Project Natal) and worldwide campaigns.

In 2010, Harris decided to leave the agency as a silent shareholder with focusing on film making. Looking for a fresh and unknown face, Harris discovered via YouTube an artist calling himself "CRO". With providing the visual concept and directing the video of CRO, this artist first single "EASY" became a Youtube hit and is so far, with 46 millions hits, the most viewed music video in German history. Harris received positive publicity throughout the music industry and was nominated on top for two "ECHO AWARD 2013" for the best video (CRO & KRIS). In the past two years, Harris used his worldwide network and worked for stars like SNOOP DOGG, TIMBALAND, MOONBOOTICA and REDMAN.