

PITBULL CAREER BIO 2016

Armando Christian Perez—globally known as Pitbull—is everywhere.

From landing # 1 hits in over 15 countries, 8 billion YouTube/VEVO views, more than 3 billion Spotify plays, 70 million single sales and 6 million album sales, Pitbull does not stop. His relentless work ethic transformed him into a Grammy-winning international superstar, visionary entrepreneur, fashion maven, and successful actor. His social media presence speaks to nearly 90 million people daily, matching some television networks. Also known as “Mr. 305” and “Mr. Worldwide,” he is as ubiquitous as Google or Microsoft, while preparing to release his tenth full-length album, 2016’s *Climate Change* [Mr. 305, Polo Grounds, RCA Records].

It’s almost impossible to think the Miami native born to Cuban-American expatriates, “turned a negative into a positive” and became one of the world’s greatest entertainers and businessmen, but that’s exactly what he accomplished.

Breaking barriers is in his blood. His grandmother was one of the first women who fled to the Sierra Maestra mountain range in Cuba, escaping the tyranny of Fidel Castro. His mother arrived in the United States as part of the historic “Operation Peter Pan,” and his father even picked up 547 people during the Mariel boatlift. His aunt became a Cuban political prisoner. Pitbull remains immersed in a culture of challenging status quo and emerges victorious. Moving around Miami as a child, he fell in love with the city and siphoned a will to hustle from the 305.

Upon graduating high school, he turned all of his attention to music with a series of underground mixtapes. Merging hip-hop with Cuban swing, pop flavors and a reggaeton bounce, Pitbull flaunts a style that’s indisputably his own. Releasing his full-length debut, *M.I.A.M.I* in 2004, followed by the success of 2006’s *El Mariel* and 2007’s *The Boatlift*. In tribute to his father, he delivered his first Spanish-language album *Armando* in 2010. He grinded it out on the road and touched down everywhere from the Far East and South America to Europe and all across the U.S.

The hustle yielded 2011’s *Planet Pit*, which debuted at #7 on the *Billboard* Top 200 and spawned one of the “best-selling singles of all-time”—“Give Me Everything” [feat. Ne-Yo, Afrojack, & Nayer]. The anthem would be his first to top *Billboard*’s Hot 100 and go RIAA quintuple-platinum, moving over 8 million units globally. Pitbull solidified himself as a superstar entertainer, selling out arenas and stadiums all around the world.

His 2013 *Meltdown* EP gave the world “Timber” [featuring Ke\$ha], #1 on *Billboard*’s Hot 100 for three weeks straight, six-times platinum, and accumulated global sales surpassing 8 million dollars as the “sixth best-selling song of the year.” 2014’s *Globalization* boasted hit “Fireball” [featuring John Ryan] and the platinum “Time of Our Lives” [featuring Ne-Yo]. Always remembering where he comes from, his second Spanish-language album, *Dale* [pronounced Dah*Le], buoyed some of his biggest

international songs, including the gold-certified, "Piensas" and "El Taxi" and the platinum "Como Yo Le Doy," VEVO-certified for views in excess of 100 million.

Pitbull hosted the American Music Awards two years in a row – 2013 and 2014. He received the honor of writing the 2014 FIFA World Cup official song and delivered a show-stopping performance alongside Jennifer Lopez and Claudia Leitte in São Paulo, Brazil, seen worldwide during the opening ceremony.

Following his first Las Vegas residency, "Time of Our Lives" at the AXIS at Planet Hollywood Resort & Casino, the casino beckoned him to return for a second run in 2016. Madame Tussauds Orlando gave him his own wax figure; he even obtained a star on the Hollywood Walk of Fame, and received a key to the city of Miami.

Outside of entertainment, Pitbull is making history as an entrepreneur. Whether it's his Voli Vodka, fragrance line "Pitbull," or the high-profile partnerships with brands from Bud Light, Kodak, and Dr. Pepper to Dodge, his influence has catapulted. Norwegian Cruise Line handpicked him as Norwegian Escape's Godfather with the duty of christening the ship with a special performance. He holds equity in Miami Grill and orchestrated a strategic alliance with Playboy Enterprises. He runs a deal with Endemol North America, housing his production company, "Honey I'm Home." His Sirius XM Radio station, Pitbull's Globalization Radio, cemented itself as the platform's fastest-growing station following its 2015 launch. Pitbull also serves as an ambassador for "Visit Florida," who reached a historic 105 million-visitor mark in 2015.

Continuously giving back and cultivating success among the next generation, he serves as the brand ambassador for Sports, Leadership and Management Academy (SLAM!)—part of the Academica charter school network with locations in Little Havana, Miami and Las Vegas, Nevada.

Along the way, he's been the subject of specials for CNBC, CNN, CSPAN, CBS, NBC, ABC, and more in addition to appearances on *Empire*, *Shark Tank* and *Dancing with the Stars*. His music has appeared in *Men In Black III* and *The Penguins of Madagascar*, and he even had a starring role in the animated *Epic*.

On the *Climate Change* single "Freedom," he sums everything up, "Went from a poor kid to a well-known all-around-the-globe world class citizen, man I paid all my dues and earned my stripes took all the wrong in my life and I made it right."

That's the dream, and Pitbull's showing everybody it's possible.

Dale!

Commented [BF1]: Is that what we want to call it?
Leaving it as it because I'm not sure correct terminology.