

be. FOUNDER & CEO  
**ERIK DESANDO**



### **“Bringing Hollywood Home”**

Erik DeSando is changing the Business of Hollywood. As a 15-year veteran of the entertainment industry, former President of a talent agency, and casting director, Erik DeSando has a unique knowledge of the inner workings of Hollywood. He is using that knowledge to revolutionize the way young actors break into the film and television industry, and creating a new TV broadcast / career development business model in the process.

Erik DeSando began his career in the entertainment industry in 1991 as a Casting Director. Among the many films he cast are “Bio Dome” with Polly Shore and Steven Baldwin, “Tender Loving Care” with John Hurt, “No Way Back” with Russell Crowe, and “Leprechaun 1 and 2”.



Pursuing his passion to find and develop talent, DeSando founded Identity Talent in 1998, a full service talent agency based in Beverly Hills. The agency was a huge success, and DeSando made his reputation representing stars like Eva Longoria, Mario Lopez, Brooke Burke, Gina Lee Nolin, Vanessa Manillo, and Lee Ann Rhimes. DeSando was able to establish his clients as series regulars on “Lost”, “The George Lopez Show”, “One Tree Hill”, “The O.C.”, “What I Like About You”, and “Girlfriends”. In 2003, Identity Talent merged with The Morgan Agency and later in 2006 merged with Metropolitan Talent Agency. In January of 2007, DeSando’s entrepreneurial spirit once again got the best of him, and he opened Urge Entertainment, an artist’s management and celebrity endorsement, appearance, and branding company.

In his 15 years of experience, DeSando was witness to Hollywood’s nepotism and “closed door” policy to new talent who didn’t have family or friends within the industry. His vision was simple: to create an organization that could give young artists the experience, training, and resources they need in order to break into “Fortress Hollywood.” DeSando soon partnered with a film producer, film financier, and writing staff, making his vision a reality with the birth of BE (formerly My Artists Place) in January 2006. DeSando currently serves as Executive Producer on BE’s two new sitcoms, “Say What” and “Kids Unlimited”, in addition to serving as company President.

Recently, Erik and Be. has had articles in esteemed publications including The Hollywood Reporter, Broadcasting Cable, The San Francisco Chronicle, and Business Week. DeSando was recently featured in an episode of “20/20” about child actors, and was interviewed for the recently released Fame Junkies by Jake Halpern.

To learn more about Erik or “Be”, log on to [www.gonnabe.com](http://www.gonnabe.com)



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