

Paress Salinas is a writer, producer and marketing executive specializing in live event and content production. As the Sr. Culture Marketing Manager at Red Bull North America, she is responsible for all culture marketing initiatives in the Southwest region. Prior to joining the Red Bull family last year in November as the Culture Events Manager, Paress ran her own culture and music collective, Queens of the New Age. Her annual festival Queensfest, launched in 2017 in partnership with Spotify and the California African American Museum, highlighting and celebrating female DJ's, artists and executives of color.

As an independent producer, she was responsible for producing events like WE RISE with the Department of Mental Health, and the Van Jones speaking tour that toured the US in 2017. Before starting her own production business, Paress spent 10 years at Overbrook Entertainment as a manager and producer. While there, she was responsible for management of clients Willow Smith, Jennifer Hudson and Robin Thicke, and creating marketing initiatives and activations around the Smith Family businesses including Just Water, the award-winning documentary, Free Angela and all Political Prisoners, and the digital series, Red Table Talks.