



# JAMIE KING

## Creative Director / Creative Producer

Jamie King is the leading live tour / concert director in the world of pop music today. In 2011, Variety published a twelve-page career tribute issue naming King “Variety’s Billion Dollar Tour Director” acknowledging his combined box office tally of over two billion dollars in ticket sales.

In 2019, King was Director of Nicki Minaj’s WRLD tour and related promotional appearances, Director of Madonna’s Eurovision, Billboard Music Awards and NY PRIDE appearances, and Creative Producer of Madonna’s Madame X tour. Leading up to this, King was Director of Ricky Martin’s ALL IN residency at the Park Theater Las Vegas.

For the past two decades, King has served as Madonna’s Creative Director. Madame X marks King’s seventh tour with Madonna having served as Director of her 2015 Rebel Heart tour, Creative Producer of her 2012 MDNA tour, Director of her 2008 Sticky & Sweet tour and Director of her 2006 record-breaking Confessions tour. He was also Director & Choreographer of Madonna’s Re-Invention and Drowned World tours and Director of her hit music video Sorry.

King was Writer and Director of the critically-acclaimed Cirque du Soleil Michael Jackson Immortal world tour, which grossed over three hundred and fifty million dollars worldwide, and subsequently Co-Writer & Director of Cirque du Soleil’s critically-acclaimed MJ ONE residency now in its sixth hit year at Mandalay Bay, Las Vegas.

In 2011, King was Director of Rihanna’s Loud tour and Director of Britney Spears’ Femme Fatale tour. In 2012 he was Director of Madonna’s epic Superbowl Halftime Show, and Creative Director of Bruno Mars’ 2014 Superbowl Halftime Show performance.

As a television personality, in 2012 King executive produced and starred alongside Jennifer Lopez and Mark Anthony in the FOX Latin music reality series Q’viva, Co-Created and Executive Produced by King, Lopez, Anthony and

American Idol creator Simon Fuller. He has appeared on numerous television shows including MTV's Rock the Cradle, Bravo's Step It Up and Dance and MTV's Beyond Dance and has made guest appearances on Jimmy Fallon, Ellen and was profiled in a twelve-minutes-long career retrospective on the CBS Morning Show.

In 2006, *Variety* named King one of the most influential “movers and shakers” in the music industry, branding him the “Jerry Bruckheimer of tentpole concert tours”. A multiple Emmy Award® and MTV Video Music Award® nominee, King was greatly influenced by his early years working for both Prince and Michael Jackson. Previous tours directed by Jamie King include Avril Lavigne’s Best Damn tour; Asian superstar Rain Rain’s Coming tour; Ricky Martin’s Black & White and La Vida Loca tours; Pink’s Try This tour; Big Bang’s X Dome Tour, Christina Aguilera’s Back to Basics and Stripped tours; Return of the Spice Girls Tour and his first collaboration with Britney Spears, the Oops I Did It Again tour.

He has worked with an array of superstars including Mariah Carey, Shakira, George Michael, Diana Ross, Jennifer Lopez and even Ellen DeGeneres. King has performed in, choreographed and / or directed five of the most successful Super Bowl performances.

In 2005, his strong caché in the pop music world and his athletic dance moves caught the attention of athletic gear powerhouse Nike who tapped him to be their global spokesperson and to create the Nike Rockstar Workout® (taught in gyms worldwide). Fitness publishing giant Rodale thereafter released his hip-hop inspired dance fitness best-selling DVD and book, Rock Your Body®. Jamie King resides in Beverly Hills, CA and is represented by McDonald Selznick Associates talent agency & manager Daniel Sladek.

More at [www.jamiekingofficial.com](http://www.jamiekingofficial.com)

Photo: Robert Sebree

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