

DAVID SPERO was destined to be part of Rock and roll's history!

Starting at age 13, he worked on his father Herman's Upbeat TV show holding cue cards and later serving as 'Talent Coordinator'. Upbeat was seen in over 100 cities between 1964 and 1971. He has since produced four Upbeat Live shows on Cleveland television garnering 3 Emmy nominations.

A radio career started in 1968 at WXEN-FM in Cleveland. Stints at WNCR, WMMS, M105 and WNCX helped establish him as a top disc jockey in the then new and emerging field of FM radio.

Hanging around with recording stars evolved into a career in artist management. David Spero Management was formed in 1973 steering the career of local icon Michael Stanley and producer Bill Szymczyk (Eagles, Who, Bob Seger etc).

David took a thirteen year break from Rock and Roll when he accepted a job as Managing Director/Midwest for Columbia/Tri Star Pictures. He coordinated the regional releases of such pictures as 'Ghostbusters', 'The Natural', 'Tootsie', and 'Gandhi' during his tenure.

But Rock and Roll came calling again in 1990 when Eagle Joe Walsh asked Spero to manage his career. He added other artists such as Harry Nilsson, Vanilla Ice, Eric Carmen and Ian Hunter. Spero produced 'The Joe Walsh/Glenn Frey Tour' which was the precursor to 'The Eagles: Hell Freezes Over Tour'.

The rigors of touring took their toll and in 2000, Spero 'retired' and accepted the position of Vice President of Programming and Education at The Rock and Roll Hall of Fame. In this position, Spero produced the successful MTV show "Live At The Rock Hall" which aired for two seasons and featured such artists as Linkin Park, John Meyer, Godsmack, Avril Lavigne and Alicia Keyes.

But again, antsy for that Rock and Roll lifestyle, David Spero Management was back in business in 2003 representing the careers of Billy Bob Thornton, Hall of Famers Sam Moore and Dickey Betts, Yusuf Islam, Survivor, Nelson, Don Felder, JD Souther and The Funk Brothers. Spero has joined forces with Atlanta based Alliance Artists LTD. helming the Cleveland office.

David, 57, is currently a member of the Rock and Roll Hall of Fame Board of Directors and was recently inducted into the Ohio Broadcasting Hall of Fame. He lives in South Euclid Ohio with his wife, Ellen, of 30 years. They have a son Adam who is a graduate of John Carroll University and currently works as a manager at Alliance Artists LTD.