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**FOR IMMEDIATE RELEASE**

**OAKLAND SYMPHONY NAMES RUBEN B. PIMENTEL, JR. MARKETING DIRECTOR**

**MEDIA AND BROADCASTING PROFESSIONAL TO OVERSEE 27-YEAR-OLD SYMPHONY'S MARKETING AND PROMOTION**

Oakland, CA , January 14, 2016 – Oakland Symphony Executive Director Steven Payne has appointed 16-year marketing and promotions professional Ruben B. Pimentel, Jr. as the Symphony's new Marketing Director. Mr. Pimentel brings a wealth of Bay Area and national experience in marketing and promotions, particularly in media and broadcast, and was most recently Marketing and Promotions Director with Cumulus Media in San Francisco.

About Mr. Pimentel's appointment, Steven Payne says "We are thrilled to have Ruben join the Symphony at a very exciting time in its growth and development. His experience, expertise and enthusiasm are the perfect fit for the Symphony and its dynamic place as a cultural leader in Oakland and the Bay Area."

**About Ruben B. Pimentel, Jr.**

Ruben Pimentel is a 16-year marketing and promotions professional with a background in media broadcasting. His career has taken him as both a marketing & promotions specialist and talent throughout the United States including positions in Lawrence, KS, Albany, NY and San Francisco. He is a graduate of San Francisco State University where he received a double Bachelor of Arts in Broadcast Electronic Communication Arts (Radio & TV) and Asian American Studies. His professional appointments have included Cumulus Media (formerly Citadel Broadcasting), iHeart Media, Pamal Broadcasting and Zimmer Radio Group, among others. He is a volunteer with Project PEARLS, a US/Philippines non-profit that improves the quality of life for children. Born in the Philippines, Mr. Pimentel was raised in the Bay Area and Alaska before beginning his career here 1999.

For more information about the Oakland Symphony, visit [www.OaklandSymphony.org](http://www.OaklandSymphony.org)

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