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Barb Rocks and Nemesis Media combine forces

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Barb Rocks

<http://www.nemesismediainc.com/home/> *Image courtesy of Barb Rocks, used with permission

News last week that made the South Bay music scene a bit bigger by making artist management a little smaller.

Barb Wahli, the owner and founder of South Bay music promotions company Barb Rocks, has joined forces with another presence in the Bay Area music promo world, Nemesis Media.

Wahli, who has promoted some of the South Bay's most talented troupes (Fritz Montana, Pounders, Trash Pop Icons), will join Nemesis as the new Vice President of Artists and Repertoire. Wahli has also been the driving force behind a number of festivals in the bay (West

Fest, Santa Cruz Music Festival, Left Coast Live), and her accolades don't stop there. Barb Rocks has been among the most important promoter/managers in the whole of the Bay Area over the last decade.

If you've seen music in the South Bay, Wahli has most likely had a part in it. Her range goes beyond the bay, reaching to festivals like SXSW, while area media has proclaimed her the "South Bay Scene Queen."

Wahli joins an already established Nemesis Media crew, that has been responsible for acts like Casket of Cassandra. In a statement released via their website, Nemesis relayed their excitement about the merger, stating, "[Wahli] brings her personal brand of energy and productivity to the Nemesis Media team. Both Wahli and Nemesis Media couldn't be more thrilled! This is the largest independent merger in the San Francisco Bay Area music scene in the last ten years."

Barb Rocks has also expressed excitement over the merger: "Joining Nemesis Media gives me the opportunity to better serve my management roster by providing them more team members with different strengths and value-adds. This leads to a more dynamic effort to support the bands needs, strive for bigger achievements, and hopefully attain goals faster."

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