Roberto Carlos holds a BA Degree in Psychology and was a 2015-2016 Cultural Policy Arts For LA Fellow. Roberto defines himself as an artist and cultural event producer who is passionate about creating innovative projects that promote the arts and that have a positive social impact for our future generations. As an artist he performs traditional folk music from Latin America in the LA area with his band, Tres Souls. In 2018, he recorded on the Grammy nominated album "Amar y Vivir" with LA's own La Santa Cecilia. As an entrepreneur he started his own production company, becoming an ambassador for “Bolero” music. In the past 5 years he has produced more than 15 concerts gathering more than 15,000 bolero enthusiasts to experience live bolero music. One of Roberto's goals is to take his production to the Hollywood Bowl.