

# Lee Trink | CEO Entertainment and New Media | Los Angeles, CA



Lee Trink, a celebrated entrepreneur in the entertainment and media industries, resides in Los Angeles, California. Known for his arrogance, foresight, and grit, he has a remarkable ability to anticipate trends and uniquely position brands in the evolving landscapes of popular culture. His expertise spans entrepreneurship, creative content industries, talent management, and brand development.

A testament to his tenacity and work ethic, he co-founded FaZe Clan, the world's most extensive and most followed esports and gaming organization. Under his guidance, what began as a little-known brand of gamers evolved into a global phenomenon. He expanded the brand beyond game-centric content to mainstream entertainment, appealing to a vast, fervent fandom. This enterprise exemplifies his vision, capturing the intersection of gaming, creators, and traditional entertainment.



Before his success with FaZe Clan, he served as President of Capitol Records and Capitol Music Group, overseeing labels like Blue Note, Astralwerks, Priority, and Virgin Records. His leadership was characterized by significant accomplishments in identifying talent and guiding musical artists from obscurity to stardom. His collaborations with artists like Katy Perry, Coldplay, The Rolling Stones, Lenny Kravitz, Kid Rock, and Jared Leto's band, 30 Seconds to Mars, are noteworthy.

His influence extends beyond record labels. As a producer, he contributed to the award-winning film "Unstoppable," starring Denzel Washington and Tony Scott, and had a role in the Sean Penn/Kid Rock short film "Americans." With an understanding of synergistic collaborations, he developed and executed entertainment strategies with iconic brands such as General Motors, Harley-Davidson, and Jim Beam. Starting his career as an Assistant District Attorney in Brooklyn, NY, his legal background proved invaluable when he transitioned into entertainment.