



THE MIXTAPE MANIFESTO

a pop culture
confessional

SW Hammond

Author Bio & 5 Fun Facts

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Twitter Bio:

Provocative, challenging, and brutally honest; he moves you through idealism and vulnerability, championing or faulting the human condition.

Short Bio:

With over 15 years working in the music and sports industry for Sony Music Entertainment, Warped Tour, Kansas City Royals, and in the Commission's Office of Major League Baseball, Hammond has witnessed pop culture being created from a tangible angle and has come away with stories and a personality dysfunction to match.

Medium Bio:

With over 15 years working in the music and sports industry for Sony Music Entertainment, Warped Tour, Kansas City Royals, and in the Commission's Office of Major League Baseball, Hammond has witnessed pop culture being created from a tangible angle and has come away with

stories and a personality dysfunction to match.

Contributing countless articles to music, athletic, and lifestyle magazines and websites, Hammond has focused his work inward on his own coming of age tale as well as exploring the depth of his imagination through upcoming fiction novels. Hammond is also a credited technical writer publishing numerous pieces on new media, technology, and marketing.

Long Bio:

SW Hammond, short for Sean William, is the author of *The Mixtape Manifesto: A Pop Culture Confessional* and *The Final Book* fictional series. He is also a freelance writer contributing to countless music zines, athletic, lifestyle, and technical magazines and websites across the world.

SW's writing style, particularly within his commentary, is often compared to Chuck Klosterman-esq with countless references to pop culture, especially music.



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His brazen and honest approach creates camaraderie with the reader, then tests the boundaries with sensitive subject matter. Philosophy, ethics, and nobility square off against a materialistic society driven by instant gratification, with Hammond treading water directly in the middle.

His fictional writing makes a conscious effort to blend perception, rumor, and fact leaving the reader to question reality. His stories often taking place in historical settings or playing on modern headlines, Hammond uses common themes to drive home critical points about the human condition. Though often grand, epic, and futurist, the backbone of his novels hinge on honor and virtue, or lack thereof.

Hammond has a very unique background as a music and sports industry professional. He has worked for Major League Baseball as a Marketing Coordinator, was an Assistant of Arizona Operations in the Kansas City Royals farm system, and a Stadium Manager of the Los Angeles Angels Spring Training facility. He is also credited as a Marketing Representative for Sony Music Entertainment, a Senior Tour Manager for the Vans Warped Tour, and an intern at WAR Records / United Interests Management.

SW was born just outside of Denver, CO and hasn't stopped moving since.

Aside from Colorado, growing up Hammond also lived in Maine, California, Utah, and Hawaii. As an adult he returned to Colorado and Utah, also adding Arizona and Nevada to the list. He currently resides in Las Vegas. Hammond has never been married and has no children.

5 Fun Facts:

1. Hammond dreams of one day living on sailboat and circumnavigating the globe.
2. He has a virtually complete set of SURFER Magazines from 1975 to 2002. He also commissioned an authentic custom made Robert August longboard, signed by the legendary surfer himself.
3. He cried when the 2004 Boston Red Sox won the World Series.
4. The only state he hasn't been to is Alaska.
5. Greg Attonito, lead singer of The Bouncing Souls, once used SW's acoustic guitar during a concert at Red Rocks.