

During the first 15 years of his career, Brian Friedman was nominated 4 times at the MTV Video Music Awards, 2 times at the Music Video Production Awards, and 5 times at the American Choreography Awards for outstanding achievements in choreography. He has received a World of Dance Award in 2016 for Male Choreographer of the Year, an Industry Voice Awards in 2011 for Best Choreography in a Music Video for Britney Spears "Till The World Ends", the Choreographers Carnival London Lifetime Achievement Award in 2006, an MTV Video Music Awards for Best Choreography in a Music Video for Fatboy Slim "Weapon of Choice" (Assistant Choreographer to Michael Rooney), and in earlier years, a Recognition Awards for Dancers for Best Auditioner in 1998.

Having worked on some of the most sought after jobs in the business, his film credits include "Charlie's Angels: Full Throttle", "You Got Served", "She's All That", "Austin Powers Gold Member" and "Uptown Girls". Brian has been associated with top music artists such as Michael Jackson, Justin Bieber, Britney Spears, Beyoncé, Rihanna, Celine Dion, Janet Jackson, Prince, Mariah Carey, Usher, P!nk, Nicole Scherzinger, Christina Aguilera, One Direction, Cher and more. Brian was chosen to work with Simon Cowell on several of his highest ranking projects, including judging, choreographing, creative directing, and producing. These shows include "The X Factor" (US and UK), America's Got Talent & Britain's Got Talent.

Brian can be described as a pioneer entrepreneur, having opened his first dance studio at the age of 16. He got his first big break when he starred in the 1992 film "Newsies". Soon thereafter, he was one of the breakout stars on the hit show "Kids Incorporated", alongside Jennifer Love Hewitt, Eric Balfour, and the late Brittany Murphy. He has since worked on "Dancing with The Stars", "So You Think You Can Dance", "Will & Grace", "That 70's Show", The Tonight Show with Jay Leno, David Letterman, The Ellen Show, Oprah, MTV VMA's, VH1 Divas Live, and the Billboard Music Awards to name a few.

In addition to spending his time as a Producer, Director, Creative Director, and Choreographer, Brian enjoys giving back to the community. He has toured the world teaching and mentoring thousands of dancers by working alongside The Pulse On Tour, for which he is the Creative Director. Brian also created an interactive instructional dance DVD called "Freestyle", teaching audiences around the world original choreography from his most renowned works.

Brian has never stopped learning, growing and venturing into new fields. He took on the fashion industry as a designer when he partnered with the international company Capezio to create his own Shoe Line called "B-Free". This was done before he turned 25 years old. That same love for fashion led him to eventually create a full apparel & shoe line called Brian Says B Free aka BSBF. In addition, Brian currently has a costume collection titled Brian Friedman Performance & a dance wear line called Brian Friedman Dance Wear with Discount Dance Supply. Eventually he started his own entertainment company called IDentity UNknown Entertainment, Inc. The company helps guide the lives of future artists and entertainers, creating

and developing original projects to catapult careers and content in the areas of film, television, music, dance and fashion.

Brian is a true trailblazer in the entertainment industry and the best is yet to come.