Beat: Entertainment

Australian Director Wows Hollywood

Joey Sulfaro Touted next PJ Hogan

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USPA NEWS - " I am probably the luckiest man in the world, I love what I do! I build careers , I create the 'fabulous' and I love the "˜WOW´ factor when my clients become over night successes .When I can take someone from the Aussie suburban hills to Beverly Hills thats the WOW factor," said Joey Sulfaro.

When the name Joey Sulfaro is mentioned throughout the Australian acting industry I'm shocked at how little is known about the man who continues to work with the likes of Jennifer Lopez, Janet Jackson, Heidi Klum, Tyra Banks, La Toya Jackson, , Jon Voight, Cate Blanchett, Geoffrey Rush, Mini Face of the Globe Zahlee Moore (who celebrated her 8th birthday this week)
who Sulfaro believes is the new 'Dakota Fanning', Junior Face of the Globe Georgia Potts , Simon Baker, Jacqueline Bissett , artists Kelis and Nelly Furtado just to name a few. Sulfaro's cell phone address book is like the who's who of the Hollywood 'A' Listers . In an exclusive interview I asked Sulfaro to tell me a little about how his networking skills have changed over the last 20 years with the advent of the electronic age. "Old school, I will always stay 'Old School' with 'Loyalty and kindness being my ethos. The evolution of social media has forced me to understand, grow and adapt. I can now be in three countries in just minutes with Skype," said Sulfaro who went on to say, " and yes I do have an Instagram account #JoeySulfaro", whilst he burst out laughing.

President and founder of 'The Satellite Agency Inc' Joey Sulfaro is entrepreneurial and savvy in his vision and constantly delivers unsurpassed results for his clients. Joey´s extensive international experience successfully managing multiple situations and requests has earned him noteworthy worldwide accolades. The Satellite Agency Inc'. is a bespoke, client-focused agency whose definitive goal is achieving exceptional results for its clients. Clients have sought out The Satellite Agency to provide Celebrity Management, Image Brand Consulting, Publicity, Culinary Concept Management and World Brand Management services. Clients have been represented on Award Winning Australian and American Networks and Cable Television with various show outlets such as Good Morning America with Diane Sawyer ABC, The Tonight Show with Jay Leno NBC, Hollywood eXtra, Access Hollywood, Today Show, NBC Chicago, RAI International, ABC Chicago, Wayne Brady Show, Sharon Osbourne Live and the E! Network.

Satellite Agency President Sulfaro has produced and directed multiple film projects such as "Another Highway" which was selected at Cannes Film Festival 2016. It's a compelling story of the battle that a young girl faces by being bullied, tormented and terrorized, fighting for her life. Sulfaro then shot to fame again with 'Resilience + Triumph = Love', winner of "Best Picture"- Hollywood Chinese Theatre 2016 . Sulfaro has recently finished filming 'Pick a Boo' a compelling mystery drama of an intricate young lady who brews a mean espresso in a quint little cafe during the day then by night transforms herself into a mysterious, vivacious courtesan who hand picks her next victim. Sulfaro Co- wrote the script and as the creator / director of 'Pick a Boo´ featuring the amazing talent of Krystle McGill he introduced Harry McGrath, Andrew Dawes and Joe Leto to the big screen. I asked Sulfaro how he stays so humble? " I am Global by nature but a true Aussie by Heart"□, says Joey Sulfaro.

I asked Sulfaro if 'Feature Films' are now the primary direction of Satellite Agency Inc and what future plans he had for Australian talent? "I love making short movies , I really do, its exciting and allows my creative side to expand into reality. Ive been involved as a talent manager for over 20 years and as a "˜Film Producer´ I´ve been very lucky to have been selected to showcase "Another Highway"□ in 2016 canes. 'Resilience + Triumph = Love' was directed and co written by myself and Quinton
Aaron". Quinton Aaron is best known for his portrayal of Michael Oher, aka Big Mike, alongside Oscar winner Sandra Bullock, in the Academy Award winning hit movie, The Blind Side(2009), which has grossed over $300 million in U.S. box office alone. Known as a 'Global Citizen' Sulfaro still travels to Beverly Hills every year to enjoy his shared birthday with Celebrity Chef/owner of "Spagos" in Beverly Hills, California Wolfgang Puck. Sulfaro has known Puck for 30 years and would celebrate each year with American film actor Tony Curtis whose career spanned 6 decades. Curtis would often be snapped by paparazzi drinking scotch while Sulfaro popped his French Champagne.
So where from here Joey? "I'm currently working on new discoveries in the talent pool and you will all have to 'Stay Tuned' and 'Watch this Space", smiles Sulfaro.

Kris Kristofferson once said ,"Never give up, which is the lesson I learned from boxing. As soon as you learn to never give up, you have to learn the power and wisdom of unconditional surrender, and that one doesn't cancel out the other; they just exist as contradictions. The wisdom of it comes as you get older".
After spending hours upon hours talking 'Shop' with Joey Sulfaro your realise he is who he says he is, 'Raw', 'Brutally Honest', a determined man who loves the 'Wow Factor' and certainly a man who brings 'Hollywood' to Australia. As he says " I love Taking the talent from Aussie hills to Beverly Hills"...Namaste

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