

**The William “Maestro” Bruno Santo Merit Scholarship, consisting of \$750 awarded by the festival’s artistic director, donated by William “Maestro” Bruno Santo**

**The William “Maestro” Bruno Santo Merit Scholarship, consisting of \$300, donated and awarded by William “Maestro” Bruno Santo**

**William “Maestro” Bruno Santo**

**Dallas, Texas**

William Bruno Santo is a successful business executive, innovative luxury marketer, accomplished pianist and experienced guest and seminar lecturer.

Mr. Santo’s concentration of studies in Music Composition, Classical Organ and Piano, at Roosevelt University in Chicago and Business, Math, Quantitative Systems and Analysis at Arizona State University gave him an in-depth foundation for music and business. His skills were enhanced with studies at the graduate level in the field of fundraising at “The Lilly School of Philanthropy” at the acclaimed Indiana-Purdue University earning him a CFRM and upon testing, a CFRE.

As an entrepreneur, Mr. Santo has founded numerous start-up companies and developed many trend-setting concepts to capitalize on his visions. His start-up companies have included: Real Estate Investment Company, Liquidation Company conducting on site liquidations of Computer and General Merchandise companies, Building one of the Top 100 Computer Retail Big Box stores in the US. Developing the “Now Industry Standard” Methodology for process of selling Steinway, Kawai and Yamaha pianos to the 1,405 institutions in the US and Canada. This Methodology accounts for about 10 to 20% of these manufacturers business.

The newest start-up being the internet concept Steinway Selection Center that enhances and personalizes the customer experience of buying a Steinway Grand and becoming the largest

reseller of Steinway Piano's on EBay with world-wide sales. Throughout his career he has been involved in the marketing of luxury products, strategically pairing special events with Fine Arts Organizations and the Fine Arts Departments of Higher Education Institutions and working closely with University Presidents, Development Directors, and Donors to secure required funding for their needs. Mr. Santo's efforts from 1996 until the present has been in addition to the Steinway Selection Center, working with educational institutions and has secured over \$23M in funds to help reverse the deteriorating quality of pianos in Fine Arts Departments. His methods in inventory analysis, the life cycle of Grand Pianos and Fine Arts Fundraising are now the worldwide standard in the piano industry. He has sold more New Steinway's to more Institutions in more cities and states in the US than any single person. He is also credited with converting 4 schools to "All Steinway Schools" of which no single person in the World has been able to exceed this record. During the first 7 years of his Institutional work Steinway Factory sales of pianos sold to Institutions rose from 2% of sales to 19%.

Mr. Santo continues to work with Donors, Fine Arts Organizations, Luxury Product Merchants and Institutions of Higher Learning in his life-long commitment to strengthen the foundation of Fine Arts for our future generations. And through his life and currently Maestro Bruno donates to Arts Organizations, so musicians may benefit from the joys of Music. He is proud to sponsor 3 scholarships for Todi International Music Masters, and hopes to continue this tradition for many years to come.