

COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

BIOGRAPHIES

Paul Tollett

President and CEO of Goldenvoice

Paul Tollet is the current president and CEO of Goldenvoice. Tollet produces the extremely successful Coachella Valley Music and Arts Festival. Tollet is responsible for making sure Coachella runs successfully each year. It is his job, with the help of his team, to create the lineup for each festival, as well as hire the necessary partners to help run the show. This could be anything from security to stage setup.

Prior to finding Coachella, Tollet attended California State Polytechnic University located in Pomona, where he was majoring in chemical engineering. At Cal Poly, Tollet promoted college and garage bands with flyers. He was so successful that he ended up dropping out of college his senior year to promote music events across California.

Alex Haagen III

Owner of Empire Polo Club

Alex Haagen III is one of the current owners of the Empire Polo Club. He and his brother, Alex Haagen IV own the grounds. The Empire Polo Club is where the Coachella Valley Music and Arts Festival is held. It is important for Haagen III to work closely with Goldenvoice to ensure that the festival runs smoothly on his property.

Haagen IV is a real estate developer who loves horses and polo. He grew up living on a horse ranch in San Diego, California. His family owned land in the Coachella Valley. The land had horse stables on it, so he, his brother and his father decided to continue to grow the property into a polo club. The land is what is currently used for the festival.

Alex Haagen IV

Owner of Empire Polo Club

Alex Haagen IV, along with his brother Alex Haagen III, owns the Empire Polo Club in Indio, California. Along with his brother, Haagen IV makes sure that the Coachella Valley Music and Arts Festival runs efficiently on his grounds. Haagen IV and his brother makes sure they have the right resources on the grounds for the festival.

Haagen IV and his brother followed in their father's footsteps by being real estate developers in Southern California. Growing up, Haagen IV enjoyed play and watching polo with his family. He enjoyed his time living on a ranch in San Diego. He and his brother hope to continue growing Empire Polo Club into a world-renowned facility.