

ADRIAN LUCES**Director, Vocal Impressions**

Adrian Luces is Director, Vocal Impressions for Forrest. He specializes in personal voice training and accent neutralization. Through Adrian's coaching, clients gain credibility, trust and the ability to influence their communication, strategy and goals with maximum impact.

His approach helps executives build self-confidence and self-esteem, and maximize the effectiveness of their message through voice and performance skills. Adrian's proven process guides executives toward their true voice and true sound. This results in an outstanding performance that enables them to reach their maximum potential, whether speaking in front of large groups of people or in a smaller, more intimate setting.

Adrian's diverse work history has taken him from the concert stage to film and television, and in sectors such as retail, purchasing and marketing. A highly creative but business-minded individual, he has realized several commercial ideas ranging from establishing call centres and CD greeting cards to concert production and coaching.

Adrian has a degree in vocal performance from the New England Conservatory of Music in Boston, and his music and vocal studies included classes at the nearby Berklee College of Music.

As a singer and songwriter, Adrian has performed across North America at notable venues such as Boston's Symphony Hall, New York's Avery Fisher Hall, and Toronto's Massey Hall and Winter Garden Theatre. Adrian has appeared as a spokesperson for a variety of groups and is regularly sought after as a public speaker on the fascinating subject of voice and how it relates to one's overall performance and image. He has been a freelance writer for the Toronto Sun newspaper and a guest commentator on the radio station CFRB AM 1010 in Toronto.