



Entertainment
VIDEO: Eiza Gonzalez Refuses To Talk About Giovanni Dos Santos Romance



Fashion+Beauty
Denise Bidot Launches 'No Wrong Way' Movement With Unretouched Photos



Entertainment
Is Kate Del Castillo Meeting 'El Chapo' In NY Jail?



Entertainment

Meet Spiff TV: How This Latino Producer, Director Is Making Music History [EXCLUSIVE]

Like | Twitter | Comment | Email

By **Maria G. Valdez** | Dec 23 2015, 03:52PM EST



Meet Spiff TV, a Latino producer and video director who is changing the way the American and Hispanic markets make music together, creating a new, global sound. Courtesy of Spiff TV, Dynamic Theories

He's a Latin American Music Producer and Video Director, whose work has been heard through artists such as Diddy, French Montana, Chris Brown, Rick Ross, Wale, Meek Mills, SwizzBeatz and many more. As a Dominican and Puerto Rican, he has his pulse in the Latin music industry, and seeing how well he can connect both the Hip Hop and Hispanic markets, Spiff TV has taken upon himself to create a new, global sound that will merge both scenes in an unprecedented movement.

"I was born in New York City and moved when I was five to Orlando. I grew up surrounded by Latinos and in school I got into music. And then I met DJ Nasty, who's Cuban and a producer in Orlando, and we tried to come together as Latinos, even though at that time it wasn't cool to say you were Latino," Spiff TV told Latin Times of his beginnings.

"I started carrying crates for DJ Nasty to all of the clubs, and I would be in the clubs at 16, hearing the music, all the Hip Hop and the Spanish music, and I started passing out flyers to all the Spanish

ADVERTISEMENT

Most Read

- Entertainment**
Is Kate Del Castillo Meeting 'El Chapo' In NY Jail?
- Lifestyle**
5 Ways To Rum Right All Year Long
- Entertainment**
'El Capo' Telenovela Cast: Mauricio Islas Stars In Telemundo Narco Series
- Entertainment**
VIDEO: Eiza Gonzalez Refuses To Talk About Giovanni Dos Santos Romance
- Entertainment**
Netflix April 2017 Full List New Releases: See What Movies, TV Series Are Coming

ADVERTISEMENT

promoters and hanging out with **Don Omar** when I was very young. So I would experience both the Hip Hop scene the Reggaeton scene.” Even though Spiff had a sensitivity for the Hispanic market that most people in any genre of the American market doesn’t, he decided to build a solid name in Hip Hop, and once he was known, he began to branch out in both markets and services.



Spiff TV working with Diddy. Courtesy of Spiff TV, Dynamic Theories

“I used to work for a magazine taking still pictures, and then I started bringing my camera around when I started hanging out with the artists, so I would do ‘Behind The Scenes’ and all that.” That’s how Spiff put together his first film, called “Reggaeton Invasion” in 2005. But it wasn’t until he met **DJ Khaled** through **DJ Nasty** that Spiff’s talents turned him into a “one-stop shop,” as he likes to describe it. **DJ Khaled** introduced Spiff to **Rick Ross**, and “I started doing A&R and directing his music videos,” Spiff recalls. “I would give him the music, give him the beat and I would direct the video at the same time and give him the artwork.”

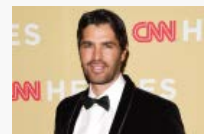
For an artist, having one single person handle everything was a blessing, and more big names such as **Diddy** and **French Montana** began to request Spiff’s services. Not only is Spiff the Executive Producer of Montana’s album, he’s also directing and writing the music for a feature film starring the rapper, **Chris Brown**, **Michael K. Williams** and more. When we asked Spiff to tell us more about the movie, he revealed the name: “Respect The Shooter,” and told us it was a story about “a bunch of friends who meet up one day in jail and from there, they run the city.”

In Case You Missed



Lifestyle

MAC Cosmetics Reveals New Selena-Inspired Makeup Products



Entertainment

Eduardo Verástegui Questions God's Plan After 14 Years Of Celibacy



Telenovelas

Angelique Boyer Frustrated Over Cutting Of 'Tres Veces Ana' Scenes



Lifestyle

Frida Kahlo Painting Fetches Record \$8M At Christie's Auction

ADVERTISEMENT

ADVERTISEMENT



Spiff TV on the set of his upcoming movie. Courtesy of Spiff TV, Dynamic Theories

But what is really setting Spiff apart from all the other producers out there, is that he's bringing together the Hip Hop and Reggaeton markets, combining their sounds, their beats, each artist's swag and their own personal style and creating a whole new sound that we can start appreciating in Yandel and Future's song "Mi Combo," [out now](#). That song is part of Spiff's upcoming 2016 album, along with other mind-blowing collaborations.



Still of the music video for "Mi Combo" with Yandel and Future. Courtesy of Spiff TV, Dynamic Theories

"I've got another song with **Daddy Yankee**, **Rick Ross** and **French Montana**, I got **Jucy J**, **De La Ghetto** and **Jowell y Randy** on a record, **J Balvin's** on a few records, I got him and **Fetty Wap**... it's a bunch!" he revealed proudly. "**Omega** wants to do a record too. He wants me to fly to Dominican Republic to do it and figure out who he wants to work with from the American market. I heard I'm working with **Wisin**, and he wants to work with whoever I put him with, and I think I wanna put him with **Jeremih**. I got **Gente de Zona** and **Yandel** on a record that I'm gonna put with **Flo Rida**."

So if you thought 2015 was a great year in terms of new music, sounds and fusions, 2016 is going to blow your mind thanks to Spiff TV, this awesome Latino who is showing that hard work and dedication pays off and that a little creativity goes a long way!

Like us and Follow us

Like 60k

Follow

Tags

Entertainment

Like | Twitter | Comment | Email

What do you think?

111 Votes | ↑ 54 Like it | ↓ 57 Hate it

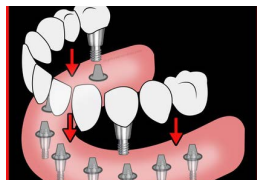
From the Web

Ads by Revcontent



Discover The Game That Only Real Gamers Can Master! Already 3

Elvenar



Here's What Dental Implants Should Cost You In New York -

Sponsored Dental Implant Ads



Do This (Before Bed) to "Destroy" Your Nail Fungus in 2 Nights

Fungus Shield Plus



Top 20 Richest Actors in 2016

POP Hitz

ADVERTISEMENT



Maria G. Valdez

Born and raised Dominican living in New York (do not confuse with Dominican-York), who claims to be Sofia Vergara's long lost daughter and who has an unhealthy obsession with JLo. Associate Editor of Latin Times, overseeing the editorial operation and content strategy of the website. Trained journalist and musical theater performer with solid entertainment instincts. Experience covering human interest stories and social and large scale events with focus on Latino entertainment. Maria began her career in journalism in her native Dominican Republic where she worked for Ritmo Social, one of the country's most prestigious magazines, and as on-air co-host of a radio variety show.

More from Maria G. Valdez

more articles

- 10 Habits Happy People Have
- 6 Prayers For St. Patrick's Day

- 26 Quotes To Welcome Spring!
- 15 Quotes To Bring You Luck On St. Patrick's Day

Sections

- News
- Sports
- Tech+Games
- Entertainment
- Lifestyle

Follow Latin Times



Subscribe Newsletter

We value your privacy. Your email address will not be shared.

About Us

- About Us
- Our Staff
- Contact Us
- Terms of Service
- Privacy Policy
- IBT MEDIA