



Steve Griffen



## Visual Music Signs Music Supervisor

### *Cleans House for Roomba*

**LOS ANGELES** --(SPW)-- The "never say die" guy of all time was ready to throw in the towel. After producing more than 40+ demos, Visual Music's Tom Seufert found his client still unsatisfied and approaching a hard-out deadline. In a last ditch effort, he sent an SOS to music supervisor friend Steve Griffen, who collected options. Within 48 hours, the music for the [iRobot Roomba spot](#) ("Joie De Roomba") was chosen. The story continues with Griffen joining Visual Music's roster, having worked on multiple projects including Hard Rock Hotel.

"It's amazing to now have someone in-house who has working relationships with labels, publishers and libraries... this has increased our range of music services considerably," states Visual Music creative director Tom Seufert. Steve Griffen is a 20-year veteran in the L.A. music industry with credits including "We Are Marshall", "Dirt", "Jolene," "The Starter Wife," "It's Always Sunny in Philadelphia" for FXX, "Super Fun Night" for ABC and "Hot Tub Time Machine 2."

Visual Music is a boutique music house with an elite roster that includes Bear McCreary (The Walking Dead), John Swihart (Napoleon Dynamite), award-winning composers, emerging artists and hit songwriters. Recent work includes Disney's "Frozen Fun" Campaign, AT&T's "Daybreak," (a 2013 Cannes Silver Lion winner for Branded Media & Entertainment), Fiat, Google, Red Bull, Hulu, P&G, Hard Rock Hotel, Homewood Suites, The Salvation Army and Kohler.

For more information go to <http://visualmusicartists.com>.