

About Music Forte

Music Forte, through its humble beginnings as a hobby site for artists, has grown to become a staple in the online Indie Music industry. We have also become one of the world's largest online resources for popular sheet music and songbooks.

Founded in 2003, Music Forte has always thrived on being unique. We continue to expand with the collaborative spirit and great imagination musicians are known for, and we listen carefully to every bit of feedback from our community of fans and artists.

In 2008, Music Forte formed a partnership with Novatex Solutions, the web development firm responsible for the much improved look and design of our website. We are now able to cater to a much larger international member base, and much better prepared for the growth that our old website simply couldn't handle.

We are continually updating the website to bring our artists maximum exposure and sales with our major social network integration, competitions, charting, and newly improved member tools and features. We're in the midst of a great adventure, and look forward to always bringing you more while staying true to our slogan, "It's all about the music".



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Greg Percifield - Owner/Founder and CEO



Greg Percifield's diverse career in the music industry led him half-way around the world and back... but without his experience and dedication, Music Forte would simply not exist as the Indie Music powerhouse it is today. While taking classes at Columbia College in Chicago, IL, Greg began his musical career as the musical director for several Chicago-based theater companies. He then served as the rehearsal pianist for Cameron Mackintosh's first national U. S. Tour of *'Miss Saigon'*. After earning his degree in Jazz Piano Performance, Greg then worked in sales for Yamaha pianos by day and Chicago's legendary *'Jazz Showcase'* by night.

Greg had also long been drawn to the Japanese language and culture, and in 1995 he jumped at the chance when he had the opportunity to work in Japan as a musician and instructor. For the next eight years, he rooted himself deeply into the Japanese entertainment industry gaining a wealth of experience in television, film, modeling, theater, and of course, music. Greg performed regularly with his band in Osaka, Hamamatsu, and Tokyo while beginning to shift his focus to his new passion of internet business and database management.

By the time Greg returned to the Chicagoland area in 2003, he was well skilled in various forms of website development. He quickly teamed up with David Werba to build a core group of musicians and fans, and to lay the groundwork that would become MusicForte.com. Greg continues today with unwavering force as Music Forte's CEO.

David Werba - Owner/Founder, Editor and Director of Public Relations



After 6 months of research online in 2002, David Werba founded a marketing newsletter (O. W.L) that grew to 60,000+ subscribers within 2 months. Four years later, after working closely with business owners and consumers in nearly every English-speaking country in the world, the newsletter had grown to just over 7 million subscribers. During this time David also began developing various different e-commerce websites, ultimately having to close down his newsletter to better focus his efforts.

MusicForte.com, the website David chose to become both an owner and founder of with Greg Percifield in 2003,

marries his passion and experience of online business with his past career in music. After graduating from the University of Illinois in 1995 (Psychology/Art), David began a successful 8-year long career as the lead guitarist/composer in 5 notable Midwestern bands with the varying genres of Jazz, Blues, Rock, Pop, Folk, Alternative, and Comedy. This musical journey led him on tours to the farthest corners of the country a few times over, and even set him on an international path of discovery with most of his time being spent near Sydney, Australia.

Becoming a multi-instrumentalist over the years, David eventually retired from live performance and released 2 self-produced albums under the name '*Mr. Rose*' while transitioning into his career online. Presently David establishes his office and home base near Phoenix, AZ, continuing his efforts on the development of '*Music Forte, Inc.*'; the production of Music Forte's new television series, and a refined list of start-up ventures. He also continues to critique and review bands, artists, music gear, technology, and gadgets - podcasting and writing in the same unique style he became known for as a songwriter and performer.

Jeffrey Mason - Owner/Consultant



Jeffrey Mason joined the Music Forte team in 2007 as a consultant, and in 2008 he became part owner. Jeffrey is also the President of Novatex Solutions, the web development company responsible for MusicForte.com's major design enhancements that were first installed in May of 2009.

Jeffrey is originally from Canada and was educated in Ottawa in the fields of Business, Programming and Database Engineering. He currently resides just outside of Houston, TX.

He has been an internet professional since 1998, and during this time has had the privilege of working with many successful companies and organizations such as the Canadian Air Force, Tops in America, My City's List, Furniture Trader, and Trendmaker Homes to name a few.