



John Platillero

John Platillero is the founder and CEO of EventBooking, an innovative tech company that creates booking, collaboration, and venue management software for the events industry.

Born in Miami but raised in Spain, John moved to Knoxville, Tennessee when he was 18 years old. After graduating from high school he served overseas in the US Air Force, returned to Knoxville in 1984, and graduated from the University of Tennessee (BSEE, MBA) in 1988. As an electrical engineer at ALCOA in 1991, he started CMC—a non-profit company promoting contemporary Christian music in East Tennessee. John produced over 75 concerts, as well as an annual music festival held at World's Fair Park in Knoxville.

This experience in the live music business led him to start EventBooking in 1997, with a vision to connect the industry with web-based tools to better plan events. The site launched in 1999 as the first web-based booking software in the field, and today continues to creatively improve the lives and workflow of venues, promoters, and agents throughout the live events industry.

John has been invited to speak on several occasions to MBA and Music Business classes at the University of Tennessee. In his free time he enjoys spending time with his wife, two adult children and their families, as well as traveling, playing guitar, and a variety of outdoor activities.