

Clifton Reddick is not a man of the spotlight and may not be known by many beyond hip hop and R&B circles. But to most highly successful Canadian music producers like Multi Grammy award winning and diamond selling *Boi-1Da*, Grammy nominated *T-Minus*, Grammy nominated and double platinum selling *Wonda Gurl*, Grammy nominated and double platinum selling *Nineteen85*, as well as, hundreds of other rising producers, Reddick is the ultimate *talent connoisseur* in the realm of hip hop. Up and coming producers know, once he sees you as a potential producer, you have been ear-marked for greatness.

Reddick, also known as KLFTN within hip hop and R&B circles, is the CEO and founder of *Sound Supremacy Entertainment* based in Toronto Canada. He is responsible for creating the platform, ***Battle of the Beat Makers***, which discovered half of *Drake's* OVO Sound producers, all the producers mentioned above, and many others.

***Battle of the Beat Makers*** is one of the few globally known and industry credited producer competitions in the world with over 300 producers from around the world registering for the competition annually. Through the competition Reddick has affirmed himself as an excellent judge of raw talent and potential. In many ways, through the ***Battle of the Beat Makers*** competition, he has played his part and done a tremendous job of feeding young and relevant talent into the hip hop industry, ensuring that it remains fresh and innovative.

Since its inception in 2005, ***Battle of the Beat Makers*** has been a rite of passage for many up and coming producers who have gone on from the competition to build impressive resumes in the music and entertainment industry. One such success story is the now highly sought-after Matthew *Boi-1da* Samuels who began his career as a 16-year-old participant in the first edition of the competition. Since winning three consecutive ***Battle of the Beat Makers*** national championships, *Boi-1da* has gone on to produce a number of the music industry's platinum selling records and albums. His achievements are littered with nominations and wins from

various awards organizations such as BET, Billboard, ASCAP, MMVAs, Grammys and more.

*Boi-1da* is just one of – and the biggest of – the 1500 plus producers who have been showcased in the ***Battle of the Beat Makers*** competitions over the years who have achieved production credits and various awards. And it is Reddick’s hope to continue to build on this legacy that he hopes will surpass his original vision and outlive him. For him, the vision has always been clear, and it is one that he continues to remain true to. In his own words,

“The vision has always been to serve as a launching pad for Canadian producers to catapult their careers on the global stage. We are largely responsible for changing the status of producers in Canada, from being a hidden and largely slept on (hip-hop) element to one where our producers are now some of the most celebrated figures in urban music.”

While many seek to take centre stage, Reddick is content with taking on the role of hip hop pundit, finding and honing the very best producing talent within the Canadian landscape and giving them an outlet to thrive. He does not shy away from the commitment he made to hip hop back in 2005 when he launched ***Battle of the Beat Makers*** as a platform for young people who wanted to be producers, and has no intention of doing so any time soon. He is a man with a mission committed to a vision.