

"All this talent around me i had no choice" Kristopher Gray talks about building Gray Code Enterprise

Artist Management/ Entertainment Company



Massachusetts, Boston, Jul 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - Today we'd like to introduce you to Kristopher Gray.

It's an honor to speak with you today. Why don't you give us some details about you and your story? How did you get to where you are today?

My name is Kristopher Gray I'm a Boston Massachusetts native I'm 36 and the CEO of Gray Code Enterprise. I grew up listening to music as a matter of fact Barry White will always be in my head so I can say he's a definite inspiration but the passion I saw in my mom and aunty made me love music more. I used to listen to all my older brothers' tapes in my Walkman like they were mines. I remember in 1994 listening to "69 Boys – Tootsee Roll" I was 9 years old lol and had no business listening to it. So you can see the types of music I was around. So it went from there as I got older I got into more and gravitated to the business side of things. So I and my family formed GRAY CODE ENTERPRISE (aka) GCE our company born in 2006 but really caught ground in 2012 we built a platform for artist management/entertainment. We provide services, such as clothing retail and manufacturing (Quality By Gray), photography and videography (Gray Code TV), artists management, and entertainment/events (Gray Code Entertainment). The point of the company is to offer high-quality services at affordable

prices.

I'm sure your success has not come easily. What challenges have you had to overcome along the way?

This road to building a successful company is something like no other. To actually put together a business and run it there's a lot of work to put in and one of my biggest challenges is building a solid team. For years I've been doing it myself and It feels like We're running in circles. So it was hard, stressful, and costly which had me at breaking points in my life but I just kept going. We are not superstars now but I'm proud of the progress in the team we built.

Let's talk about the work you do. What do you specialize in and why should someone work with you over the competition?

That's a big question: what do I do? First I would say I'm a manager I have several artists that I work with so I do marketing and promotion, videos and photoshoots, bookings, and overall development. Second, I would say we offer high-quality photo and video services. We made it so if anyone needs a project brought to life we can definitely help at a low budget. Third I would say is the clothing brand and manufacturing which is a big part of our company the most revenue comes in from our clothing business. Others will work with me over the competition because I have patients and I'm loyal to my clients. Everything I do is put on the table so there won't be any confusion but I only can do so much. I tell the artists all the time "I'm nothing without you, give me something to manage". With a drive and the ambition to succeed is a better work environment.

What's your best piece of advice for readers who desire to find success in their life?

The best piece of advice I can give someone is "don't ever let no one tell you to stop what you're doing". If you're passionate about what you want to do you're going to be successful at it. To be successful your going to take the time to learn it, to build it, and to understand it. So at the end of the day do what you do as long as you're happy that's what matters most.

Speaking of success, what does the word mean to you?

Success to me is maintaining and being able to get through everyday struggles. Anything that's growing in the company big or small is a success story. Even though it seems not as much I have to appreciate where I came from, how long it took me to get where I am today and where I could've been, that's success to me.

What's next for you?

What's next, honestly I do not know but we are on a path to greatness and I can't predict the future but I see good things. I can tell you as of now we are working with more artists, doing more photography and videography, making more clothing. So the next step is the increase of clients, gigs, and custom orders. Staying with positive energy and always giving thanks to the higher Up.

Finally, how can people connect with you if they want to learn more?

First I want to say thank you for having me as a growing entrepreneur. It's necessary for me to get the business out there so it's highly appreciated. If anyone is interested in working with us or looking for more information on the company we can be reached on our website at www.graycodeenterprise.net or

business line 617-221-4553 and email info@graycodeenterprise.net . We are also on social media our Instagram @gray_code_enterprise (main account) @gray_code_ent (entertainment /management account) @quality_by_gray (clothing account), Facebook is @Gray Code the like page is @Gray Code Ent, Twitter is @gcodeent617 We look forward to working.



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