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# Kelli RICHARDS

## High-Powered Connections

By Abbie Burgess | Photos provided by Kelli Richards

Kelli Richards with Jerry Seinfeld.



**K**elli Richards has made a career out of forging high-powered connections. As CEO of the The All Access Group LLC, she consults with clients to create a life and work that's truly aligned with what matters most to them – both today and their future legacy. “Making connections comes naturally and easily to me,” she says. “I don't have to try hard or work at it; it's just who I am and not a day goes by when I'm not connecting the dots creatively in some form or fashion.”

### Benefit to clients

Richards explains that her work has three facets. “As a strategy/partnerships consultant, I focus on bridging innovative technologies and emerging business models around digital distribution from Silicon Valley with content creators and media execs in Hollywood.”

In her role as a trusted advisor, she helps her curated clients create what they most want to make happen next in their world. “I tap my broad and deep network of influencers and decision makers so they can reach anyone they need to propel their visions forward,” she explains.

“Finally, in my role as a ‘celebrity wrangler,’ I engage just the right established talent to make any event fun, impactful and memorable well beyond the actual event itself – casting a glow on the organizer – whether that's for an individual's event or for a corporate one,” Richards says.

### The super-connector of tech and entertainment

Richards grew up in Cupertino, where “Apple was the Wonka factory in the backyard.” She knew from age eight that she wanted to work at the convergence of tech and entertainment. In a high school organization, Future Business Leaders of America, at Cupertino High students were asked to find a mentor; she chose Steve Jobs. “We remained in contact ‘til shortly before his passing,” she says. His mentorship left a powerful imprint on Richards and continues to have a profound influence on her to this day.

While working as a young record label executive in Los Angeles after college, Richards was tapped to be a part of the team that launched and ran Apple's earliest focus on music and entertainment, prior to iTunes. She led this department during her long tenure at the company. “In tandem, I developed a side career track as a talent producer for award shows and a celebrity wrangler bringing major talent to perform at corporate events and private fundraisers,” she explains. Through this work, she became quite comfortable working with brilliant high achievers in both worlds – tech innovators and music/entertainment influencers – and built a powerful network along the way.

In her pioneering career she helped launch the digital music revolution from its earliest days. “Todd Rundgren and I teamed up on a venture focused on earliest artist-to-fan efforts in the mid-90s, and Prince often asked for my input as an advisor to him in the music/tech space starting in the late 90s,” she says. In the mid-2000s her book “The Art of



Kelli Richards with Kevin Costner.

Digital Music” was published, featuring conversations with many of the industry leaders and visionary creators in the first wave of the music/tech convergence.

When Apple restructured in the late 90s, Richards left to launch her own consulting, The All Access Group LLC, which is still based in Cupertino. “I've been a super-connector throughout my whole career, by creating value for long-standing trusted relationships in all that I've done.”

### “What if” possibilities

What does Richards love most about working with local residents? “Many of them have achieved a great deal in their lives and aspire to create a legacy with meaning, impact and heart,” she says. “Together there's nothing we can't create and make happen for them.”

“When I work with my clients, it's about creating meaningful results on things that really matter to all of us. I come from a stance of service, adding value, and co-creating amazing results with high achievers who have big visions and a desire to live fully and authentically,” Richards says. When asked about her process, she says that she thrives best in

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collaboration. “I allow ideas to flow and operate from a ‘what if’ stance of possibility in life and in work,” she adds. And what sets her apart? It goes beyond her deep network of influencers across industries. “My ability to show others the brilliance in themselves and how to harness their unique gifts to live and work with more authenticity, meaning and impact – and make their dent,” she says. “And my ability to come up with out of the box solutions and weave them together with powerful connections to create results others often didn’t believe could be possible.”

**Mentors and inspirations**

“I got both my BA & MBA from San Jose State, the latter through an



Todd Rundgren. Photo by Lannen/O'Connor

elite 2 ½ year program that Apple co-created with the university for 100 select employees; I was chosen to be one of them,” Richards explains. She’s also been honored as a “Top 100 Woman of Influence” by Silicon Valley Business Journal.

Apart from Steve Jobs, Richards has also been mentored by Alan Cohen, founder of the institution where Richards received her coaching certification, and by Alan Weiss aka “The Million Dollar Consultant.” Other sources of inspiration she has collaborated with include Todd Rundgren, Prince, David Bowie and Michael Jackson. “They inspired me with their vision and intuition which led them to live their brilliance and share their gifts with the world,” she says.

**A balancing act**

While her work sounds glamorous, people are often surprised to learn that she is a self-professed home body. “I do get out and about and am invited to many wonderful events, but at the end of the day I’m something of an introvert. I prize time for myself, my privacy and time with close friends and loved ones as much as I do getting out and engaging with others,” she says. “It’s a balancing act!” When she’s not working with her own clients, she finds time to support two nonprofits run by her friends, White Feather Foundation (led by Julian Lennon) and Wolf Connection (led by Teo Alfero).

Read more about her services at [www.allaccessgroup.com](http://www.allaccessgroup.com) (consulting) and at [www.kellirichards.com](http://www.kellirichards.com) (trusted advisor).

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