

UINNY RIVERA



VINNY RIVERA









Born in Boston, Massachusetts, to Puerto Rican parents and guided by his Dominican stepfather; Victor Vincent Rivera better known as Vinny Rivera has solidified his presence in the sensual bachata scene. Starting as a DJ at the age of 16, he delved deep into music of all genres. Collaborating with friends, he formed a band, recording and releasing songs independently. His journey escalated when he began opening shows for esteemed artists such as Nicky Jam, Wisin & Yandel, Zion & Lennox, and Don Omar, igniting his passion for performance. A pivotal turn came through fate, as he transitioned from military service to becoming a backing vocalist and songwriter for reggaeton stars Jowell y Randy and Ivy Queen, solidifying his place in the music industry. With an evolving sound that seamlessly blends reggaeton, pop, and R&B influences, Vinny's distinctive style began to captivate audiences **worldwide**.

Elevating his career to new heights, Vinny's collaboration with top producers and DJs like DJ Khalid, DJ Tronky, and DerekVinci (The Code Breaker) propelled him into the spotlight. His singles achieved millions of streams on platforms like Spotify, showcasing his global appeal.

Managed by the leading Sensual Bachata Music Company, "EQS," and working closely with world-renowned dancers and choreographers such as Ataca y La Alemana, Daniel & Desiree, Marco Y Sara, and others, Vinny's artistic vision has transcended borders. With his infectious energy and irresistible beats, he has become a favorite among dancers and listeners alike. Vinny Rivera's rise in his music career has seen him embark on tours across the United States, Mexico, Europe, and Russia, captivating audiences with his electrifying performances. As he continues to redefine the boundaries of sensual bachata,

Vinny Rivera remains a force in the music industry, ready to leave his mark on the global stage.







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