

GioBeta Biography



History

GioBeta is a Colombian singer who belongs to the Betancourt dynasty, a well-known family of musicians since the 1970s.

He lives in Miami, Florida and for many years, has been part of the band of some of the best-known artists and influential in the salsa industry, such as Oscar de León, Ismael Miranda, José Alberto el Canario, Tito Nieves, Gilberto Santa Rosa, Jerry Rivera, to name a few.

In 2013, he gained international recognition after being the winner of the UNIVISION TV reality show "Idolos of the Song" in which thousands of people participated. This led to a tour in the United States and in some Latin American countries.

In 2014, he was included in , the Mario Ortiz production called "50th Anniversary of Mario Ortiz All Star Band". This album was nominated for a Grammy in the Best Salsa Album category, and competed in the same category with Victor Manuelle, Ismael Miranda, Gilberto Santa Rosa, El Canario, Andy Montañez, Ray de La Paz, etc.

In 2017, he was invited as a special guest in Tito Rodríguez's newest musical production alongside Gilberto Santa Rosa and other important artists, earning international recognition in the salsa industry.

In 2018, he participated in a production recorded in Puerto Rico called "Don Goro para el Mundo Latino" together with highly recognized artists from the genre such as Herman Oliveras, Riko Walker, Luis Perico Ortiz, Oscar Hernández, and Tito Rivera among others.

In 2019, after the success of the "50th Anniversary of Mario Ortiz," Gio was invited to participate in the "55th Anniversary of Mario Ortiz," also nominated for best salsa album during the Latin Grammys. Included in this production were the most recognized artist in this genre: Willie Rosario, Roberto Roena, Don Perignon, Andy Montañez, Víctor Manuel, Tito Nieves, and Gilberto Santa Rosa among others.

After pandemic he has been recognized as one of the with the highest number of shows in the city of Miami bringing Salsa to Latin music to Florida and to many other places in the United States.

Currently in 2023 he is premiering a musical production that is projected to be the beginning of a new era in Salsa. This work is tasked with attracting young audiences lost by the genre, as well as showcasing the evolution of merging with trap, hip hop and urban music.

Making it clear that Salsa needs new images, sound and language.

GioBeta To The Rescue Of Salsa