## SOUTHEAST SOUND: Music Business Conference

### Friday March 24th
Toppel Career Center

**Music Business Meet-Up**
Hear from industry professionals as they discuss preparing for a career in the music business
4 pm – 6 pm
Toppel Career Center Loft
Refreshments will be served

### Saturday March 25th
SES:MB Conference Sessions
9:30 am – 4:45 pm
Senate Room in the Shalala Student Center (3rd floor)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:30a – 10:00a</td>
<td>Check-in and Breakfast</td>
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<tr>
<td>10:00a – 11:00a</td>
<td>Brian Wilkins, Director of Business Development&lt;br&gt;Frost School of Music&lt;br&gt;&lt;em&gt;Artist &amp; CEO: Running your own show&lt;/em&gt;</td>
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<td>11:15a – 12:15p</td>
<td>Ana Rosa Santiago, VP Latin Music&lt;br&gt;Universal Music Publishing Group&lt;br&gt;&lt;em&gt;A Week In The Life of a Music Publisher&lt;/em&gt;</td>
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<td>12:15p – 1:00p</td>
<td>Lunch</td>
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<td>1:00p – 2:00p</td>
<td>Alfonso Perez Soto, SVP, Business Development&lt;br&gt;Warner Music Latin America &amp; Emerging Markets&lt;br&gt;&lt;em&gt;Business Development 101&lt;/em&gt;</td>
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<td>3:30p – 4:30p</td>
<td>&lt;em&gt;Keynote Session&lt;/em&gt;&lt;br&gt;Jonathan Bender, Chief Operating Officer&lt;br&gt;SoundExchange&lt;br&gt;&lt;em&gt;Managing Rights in the Digital Age&lt;/em&gt;</td>
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<td>4:30p – 4:45p</td>
<td>Concluding statements</td>
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Jose Abreu  
**Sony Music Entertainment**  
[www.sonymusiclatin.com](http://www.sonymusiclatin.com)

Jose Abreu is the director of digital business for Sony Music Entertainment’s US Hispanic, Latin American, and Iberian region. He’s works with some of the largest telecommunication companies and digital retailers in the world including, America Movil, Spotify, Apple, Vevo, and Google. His greatest expertise revolves in the world of digital media, content distribution and digital marketing. Mr. Abreu holds an M.B.A. from New York University, and a B.S. in Electrical Engineering from New Jersey Institute of Technology.

Jonathan Bender  
**SoundExchange**  
[www.soundexchange.com](http://www.soundexchange.com)

Jonathan Bender has served as Chief Operating Officer of SoundExchange since 2011. SoundExchange is the world’s largest sound recording performance rights association, distributing $884 million in royalties to artists and rights owners in 2016. In his role as COO, he oversees the organization’s day-to-day business operations.

Jon has 25 years’ experience in the recorded music industry, primarily working with record labels. His area of expertise has been converting sound recording operations from analog to digital to streaming, building the data and digital asset management systems needed to support an industry of streaming micro-transactions.

Prior to SoundExchange, Jon was senior vice president, operations and IT at Concord Music Group (CMG), one of the largest independent label groups in the world. Before CMG, Jon served as vice president, digital asset management and logistics at Universal Music Group (UMG). While there, he was team leader for building of the music industry’s first e-commerce distribution infrastructure, in response to the emergence of Napster and iTunes. Prior to his work at Universal, Jon worked in London at EMI Music, where he developed and oversaw a global digital asset management network. Early in his career, he even did a stint at MTV.

Jon is a Morehead Scholar graduate of the University of North Carolina at Chapel Hill, and earned his Masters of Business Administration from Harvard Business School.
Brian Wilkins
Frost School of Music
www.music.miami.edu

Brian Wilkins is an entrepreneur, executive and educator who has built a successful career spanning over 20 years in the music industry. By utilizing his passion for music, education, technology, creative partnership building and artist relations, Brian has helped his clients grow their brand, social currency and business revenue. He has held executive positions at record labels/distribution (SonyBMG/RED Music/INgrooves), artist management (Rebel-One Management), radio (SFX Entertainment/Clear Channel) and music tech companies (PledgeMusic/Cyber PR). As an entrepreneur, Brian helped create, build and launch the social, mobile music application, CrowdStream. He currently serves as the Director of Business Development for the Frost School of Music at the University of Miami. Brian is also the founder and president of the artist management company 137 Entertainment.

Ana Rosa Santiago
Universal Music Publishing Group
www.umpglatin.com

The passion for music I carried in my blood, and I think is because the country I come from is very musical. I started in the music business as soon as I graduated from the university. I worked in the most important music distributor in the Caribbean as a seller, then at the independent publisher, peermusic, as an executive assistant. At peer, I realized how much I liked and how important it is music rights for the writers and the music business. On 1998 I started in ASCAP where I worked for 18 years managing the offices of Puerto Rico and the Caribbean. Working directly with writers and producers creating the moment for them to move to the next level. In August of last year I began working at Universal Music Publishing Group as Vice President Latin Music & Sync. I work the creative part directly with the composers and producers so that their songs can get recorded and properly recouped their royalties.
Alfonso Perez Soto  
WM Latin America & Emerging Markets  
www.wmg.com

Alfonso Perez-Soto is Senior Vice President, Business Development, Latin America, Spain and Emerging Markets. Based in Miami, Perez-Soto’s role is to identify and develop innovative growth opportunities and oversee ground-breaking digital expansion deals.

Alfonso re-joined Warner—having previously worked as VP of Business Development, Latin America—from Telefonica, one of the largest telecommunications providers in the world, where he served as VP, Content Corporate Unit. Prior to working at Warner he was Senior Business Developer for Universal Music Group in Latin America for seven years where he created the mobile network for music and music related downloads and previously held various senior positions at Nokia worldwide.

Alfonso has earned his J.D. and BA in Spain, LL.M in University of Miami, and received three major scholarships including Harvard Law School and two with the Spanish Foreign Office in Colombia 1995 and Brazil 1996.