SOUTHEAST SOUND: Music Business Conference

Friday March 2nd
Toppel Career Center - Music Business Meet-Up

Diamond McClintock, Talent Acquisition Partner, Warner Music Group
The Hiring Process From Start to Finish
5:00 pm – 6:30 pm
Senate Room in the Shalala Student Center (3rd floor)

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

9:30a – 10:00a Check-in and Breakfast

10:00a – 11:00a Sebastian Mourra, Founder and CEO, Razz Interactive
Marketing Music, Brands, and Yourself

11:15a – 12:15p Jeremy Norkin, Head of UTA Latin Music Booking Operations and Recording Academy Florida Chapter Board Secretary
Touring the Americas

12:15p – 1:00p Lunch

1:00p – 2:00p Professor Serona Elton and Professor John Redmond
Proposed Changes to Copyright Law

• Lindsey Jones, Community Outreach Coordinator, Country Music Association
• Dr. Melissa Lesniak, Director of Outreach, Donna E. Shalala MusicReach Program
• Jessie Allen, Project Manager, Recording Academy Florida Chapter

3:30p – 4:30p Keynote Session
Jeb Gutelius, Executive Director of the Ally Coalition
Advancing Social Causes Through Music

4:30p – 4:45p Concluding statements
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Jessie Allen
The Recording Academy
www.grammy.com/recording-academy

Jessie Allen is the Project Manager for the Recording Academy Florida Chapter (GRAMMY Awards). She is responsible for the all of the event programming and production for Florida and Puerto Rico, as well as local digital media and marketing. As part of her role, Jessie is a liaison for the Academy organization, MusiCares, which provides musicians with support for a wide range of financial, medical, and personal emergencies. Jessie graduated from the University of Miami’s Frost School of Music with a B.M. in 2010, where she studied Music Business.

Serona Elton
Frost School of Music, University of Miami
https://musicbusiness.frost.miami.edu

Serona Elton, Esq., has extensive experience as a music industry professional and educator. She is currently an associate professor, Chair of the Music Media & Industry Department, and Director of the Music Business & Entertainment Industries Program at the University of Miami Frost School of Music. She also serves as Vice President, Business Solutions at Warner Music Group. She has served as President of the Music and Entertainment Industry Educators Association (MEIEA), and on the Recording Academy, Florida Chapter, Board of Governors. She is currently a Trustee of the Copyright Society of the U.S.A. and serves as Co-Chair of the Miami Chapter, and serves on the Florida Bar Entertainment, Arts, and Sports Law Executive Council.

Previously, she has consulted for several major music companies such as Sony Music Entertainment and Universal Music Group, and held the position of Vice President, Mechanical Licensing and Repertoire Data Services for EMI Recorded Music, North America. She has also directed several music industry conferences, and has published numerous articles about the music industry. Her areas of expertise include contract summarization and management, rights management, royalties, mechanical licensing, record company operations and music industry information management.

Ms. Elton holds a BSBA in Finance from the University of Florida, an MM in Music Media and Industry from the University of Miami and a JD from Brooklyn Law School. She is a member of the New York Bar and Florida Bar.
Jeb Gutelius  
The Ally Coalition  
www.theallycoalition.org

Jeb Gutelius is the Executive Director of the Ally Coalition, an organization that highlights systemic inequality and organizations supporting LGBTQ youth and provides opportunities for fans to engage with these issues through tours, special events, and online campaigns. In this role, he is collaborating with philanthropist, musician, and activist Jack Antonoff to design, build, and lead a foundation focused on ending LGBTQ discrimination. He is also the cofounder of Sailworks, which creates innovative social change in the music industry, ranging from urban education to women's empowerment and from LGBTQ homelessness to public service.

Lindsey Jones  
Country Music Association  
www.cmaworld.com

Lindsey Jones is the Community Outreach Coordinator for the Country Music Association. As Community Outreach Coordinator, Jones works in tandem with the Director of Community Outreach to plan and execute all CMA Foundation event and grant cycle logistics. Jones also manages CMA’s collegiate program, CMA EDU, which is represented at over 20 universities nationwide. Foundation events include, but are not limited to: grant recipient announcements and visits, CMA Music Teachers of Excellence, CMA Foundation board meetings, CMA Music Festival, CMA Awards, and any other ancillary event logistics.

Before CMA, Jones worked for Howard Kaufman Management/Fruin Management where she supported the management team for Lenny Kravitz, Cherub, and Mockingbird Sun. Some of her duties included: creative branding, merchandise creation and distribution, social media interaction, event logistics, and content archiving. Prior to HK Management, Jones worked for Universal Music Group Nashville where she assisted in the mailroom, while continuing to support the Marketing and Sales team, which she interned with in college.

Jones graduated from Middle Tennessee State University in 2011 with a Bachelor of Science in Recording Industry: Music Business and a minor in Public Relations.
Melissa Lesniak, Ph.D.
Donna E. Shalala MusicReach Program, Frost School of Music
https://musicreach.frost.miami.edu

Dr. Melissa Lesniak has served as the Director of Outreach at the FROST SCHOOL OF MUSIC at the University of Miami since August 2014. She supervises The Donna E. Shalala MusicReach Program, the Community Education Program and the Engagement Program, which provides musical experiences for students throughout Miami–Dade County.

During her first five months in that position, the program received a one million dollar endowment from the Phillip and Patricia Frost foundation, allowing for the expansion and development of an outreach program which serves underserved youth.

Dr. Lesniak has also presented sessions on string pedagogy at ASTA National Conferences and FMEA Conferences, and has also had articles published in Florida Music Director, American String Teacher, Music Educator’s Journal, and the Bulletin of the Council for Research in Music Education. As a performer, Dr. Lesniak has participated in a number of music festivals, including an event held at the Henri Mancini Institute in Los Angeles, California. She is a regular performer and studio violin/viola teacher in South Florida and served as Past President of Florida American String Teachers Association. Dr. Lesniak has also served on cultural grant panels for the county and state cultural affairs departments, as well as The Children's Trust.

Dr. Lesniak also provides grant, artistic, and other programmatic support and consulting to several non-profits in the Miami-Dade community. She recently completed Level 1 ORFF training. In addition, Dr. Lesniak and MusicReach were awarded the FMEA Exemplary Model Program Award in 2017.

Dr. Lesniak received her Bachelor of Music in Violin Performance and Business minor from Indiana University in Bloomington where she studied with Mimi Zweig. In 2005, she received her PhD in Music Education from the University of Miami, while a teaching assistant.

Sebastian Mourra
Razz Interactive
www.razzinteractive.com

Sebastian Mourra is the CEO & co-founder of Razz Interactive, an innovation-focused, digital creative agency that produces intuitive and award-winning digital experiences for progressive companies and individuals. Prior to Razz, Sebastian was the Senior Manager of Product Development for Universal Music Latin Entertainment (UMLE), the world’s number one Latin music company with over 50 percent market share. During his tenure at Universal, Sebastian was instrumental in developing successful digital campaigns and product development strategies across the company for some of Latin music’s biggest artists and brand partnerships including Enrique Iglesias, Juanes, Pepsi, Wisin & Yandel, and Dunkin’ Donuts, among many others. As a graduate of the University of Miami, he currently holds a B.A. in Music Business & Entertainment Industries with a minor in Marketing.
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**Jeremy Norkin**  
United Talent Agency (UTA)  
[https://unitedtalent.com/](https://unitedtalent.com/)

Jeremy Norkin is a music agent at United Talent Agency (UTA) leading UTA’s Music Booking Operations in Latin America. He founded UTA’s Miami office in 2014 and oversees the concert bookings for a multitude of artists which include 2Cellos, Cypress Hill, Foals, Glass Animals, Jamiroquai, Kongos, Ms. Lauryn Hill, Muse, Paramore, Post Malone, and Ringo Starr. Previously, Norkin founded his own boutique booking agency, and was Head of International Development for Spain’s top artist management company, RLM, representing acts such as Alejandro Sanz, Miguel Bose, and Raphael. Prior to his work with RLM, Jeremy was an agent at William Morris Agency for seven years. He currently serves as Secretary of the Florida Chapter of the Recording Academy and holds a bachelor's degree from The University of Michigan.

**John Redmond**  
Frost School of Music, University of Miami  
[https://musicbusiness.frost.miami.edu](https://musicbusiness.frost.miami.edu)

John Redmond is an assistant professor of professional practice in the Music Business & Entertainment Industries program at the University of Miami Frost School of Music. He is a 30-year veteran of the international music industry and has held executive positions in a number of multinational music companies including: Vice President, Universal Music Publishing (Canada), Vice President, PolyGram Music Publishing (Canada) and Managing Director, Rondor Music (Canada). John has served on the Boards of Directors of important music trade organizations and associations; some include CMRRA/Canadian Musical Reproduction Rights Agency, FACTOR/Foundation to Assist Canadian Talent on Record CMPA/Canadian Music Publishers Association SOCAN/Society of Composers, Authors and Music Publishers of Canada CSHF/Canadian Songwriters Hall of Fame Along with these organizations, John’s directorships and executive music publishing positions have cemented important personal and working relationships with many international organizations including ASCAP/American Society of Composers, Authors and Publishers, BMI/Broadcast Music, Inc., SESAC, PRS/Performing Rights Society, The Harry Fox Agency and virtually all of the major music publishers. He has been published in various trade magazines and been a featured speaker at music trade organizations, universities and colleges.

John himself is a former songwriter, recording artist and performer with numerous albums to his credit. Consequently, he has an affinity with the songwriter and artist. He coupled this creative affinity with the skills, expertise and experience of the music business to form his Miami based company Publish This, Inc. in 2004. Among other services, this company specializes in music publishing, copyright management issues and royalty recovery. Thru Publish This, Inc. John’s advice and expertise have been sought and relied upon by some of the world’s best-known songwriters, recording artists, producers and managers, record companies and music publishers.