Jenny Reader

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EXECUTIVE SUMMARY

Inclusive and entrepreneurial leader with 15+ years of music industry experience combined with a rare blend of brand building skills, track record of success managing cross-functional product teams, and passion for connecting artists and fans via innovation and creativity.

Engaging storyteller and direct communicator with keen ability to engage with diverse audiences, strategic partners, product teams, and senior leaders using interpersonal skills, comfort in ambiguity, persistence, and ability to connect with people on human level.

Tactical and collaborative business partner driven to solve complex strategic initiatives, identify value-based opportunities that serve creators, challenge status quo, and foster conducive workplace environments that promote creative expression and results.

AREAS OF EXPERTISE

- Transformational Leadership
- Creative Ideation & Execution
- Music & Entertainment Industry
- Strategic Business Planning
- Enterprise Project Management
- Scaled Consumer Products
- Employee Engagement & Experience
- Talent Management & Cultivation
- Go-To Market Strategies
- Innovative Problem Solving
- Cross-Team Collaboration

EDUCATION

B.A., Design & Media Management
University of West London
London, United Kingdom

CAREER ACHIEVEMENTS

- Built industry reputation for ability to lead projects and teams at intersection of creativity, product, technology, and promotion that empower artists to reach new audiences.
- Earned selection to Billboard's 2019 list of Indie Power Players in recognition for inspiring cross-functional teams to elevate developing and established acts to RIAA-certified Platinum and Grammy nominated artists, including I Prevail and The Pretty Reckless.
- Fostered iron-clad relationships with renowned musical artists, C-suite leaders, and record label executives using emotional intelligence and authenticity.
- Applied visionary and disruptive approach to execute experiential marketing campaign (#WEAREFEARLESS) that nurtured community for artists, fans, and industry centered around empowerment, passion, and inclusion.
- Consistently led teams to translate artistic visions into engaging deliverables and products using keen eye for detail, business acumen, and holistic storytelling approach.
- Combined data, creativity, and analytical mind to rollout game-changing marketing roadmaps, including experimental initiative that weaved intricate storylines into music campaign for STARSET's 2019 album, *Divisions*.

PROFESSIONAL EXPERIENCE

Chief Ideation Officer & Consultant March 2020 to Present
The Compound – Nashville, Tennessee

Leverages entrepreneurial spirit and extensive industry expertise to serve diverse range of clients. Executes client projects focused on brand and business development, creative, publicity, project management, and marketing campaigns.

- Shared thought leadership and industry expertise while serving on Grammy Women In Music panel, mentoring industry executives, and coaching start-up labels.
- Enhanced overall business operations for diverse clientele by developing and running launch plans that delivered governance, structure, and scalable growth.

Chief Marketing Officer November 2018 to February 2020
Fearless Records – Los Angeles, California

Held full accountability for managing change and redefining the brand for new era. Architected innovative global marketing campaigns for top-tier artists with focus on visual innovation, brand development, artist relationships, and multi-medium storytelling. Fostered solid relationships with internal stakeholders and strategic partners.

- Boosted label's profile by leading multi-platform branding campaign which incorporated design, merchandise, print, web, mobile, experiential, editorial, and visual strategies.
- Demonstrated inspirational leadership skills while directing cross-functional, bi-coastal team of 13 that exceeded all sales and promotional goals.
- Championed ground-breaking campaign for STARSET which led to 1B YouTube views, Platinum single, and market reach in global territories, including Japan, Europe and China.

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PROFESSIONAL EXPERIENCE, CONT.

Vice President of Marketing & Project Management September 2015 to October 2018

Fearless Records – Los Angeles, California

Directed all aspects of global marketing campaigns and large-scale projects for key acts. Guided integration of respected brand (Razor & Tie) as imprint of Fearless which involved expediting on-boarding of new top tier artist teams and staff. Overhauled marketing department to function effectively between remote offices and cross-functional teams.

- Championed critically acclaimed campaign for RIAA-certified Gold legacy act Underoath by developing creative innovations in storytelling using mix of technology and media which resulted in Grammy and A2iM Libera Award nominations.

Senior Product Manager September 2011 to August 2015

Fearless Records – Los Angeles, California

Coached and led ten-person team while also establishing systems and processes which facilitated creativity, productive ideation, and execution. Made critical contributions towards ensuring smooth transition for artists and staff during Concord Music's acquisition of label.

- Governed development of breakthrough campaigns for marquee talent, including August Burns Red and Pierce The Veil which led to five Grammy nominations, three RIAA-Certified Platinum records, and 10 gold records.

Director of International Publicity June 2009 to August 2011

Fearless Records – Los Angeles, California

Utilized leadership abilities, copywriting talents, and project management skills while directing and continuously improving publicity department. Created all press releases, bios and editorial for all artists' releases, tours, and events.

- Significantly bolstered profile and image of Fearless artists by building and implementing high impact domestic and international publicity campaigns, securing magazine covers, and booking TV performances.

Director of International Publicity & Marketing October 2004 to March 2009

Victory Records – Chicago, Illinois | London, United Kingdom

Supervised day-to-day and long-term operations for department, including five staff members. Transitioned from London to Chicago to manage global publicity, sales, label branding, and marketing initiatives.

- Positioned label as global market leader by creating and executing successful international campaigns while playing key role during ascension of breakout acts, including Taking Back Sunday and A Day To Remember.

ADDITIONAL EXPERIENCE

Writer, Music Channels

Sky – London, United Kingdom

Editor & Content Writer

Story House Egmont UK – London, United Kingdom

Publicity Assistant

Hyatt Hotels – London, United Kingdom