



Take it from the Top: Great Music Entrepreneurs

Presented by Dr. Tess Nielsen,
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The Spark to Create



- Music Industry hinges on entrepreneurship
- Creative artists often need to chart their own way
- Music Business not easy territory to navigate
- Entrepreneurship can be learned from the traits of the great musicians

Louis Armstrong: Talent

- Born in New Orleans, 1901
- Spent his youth in poverty
- Moved to Chicago, played in influential jazz bands
- Successful in early film and television
- Transformed jazz into a worldwide art form
- “The Ambassador of Jazz”



Hedy Lamarr: Vision



- Born in Vienna, Austria, 1914
- Successful Hollywood Actress
- WW II Inventor and Undercover Agent
- Developed an anti-jamming device for submarine torpedoes
- Patented radio “frequency hopping”
- Invented technologies used in today’s wireless communications

Madonna: Tenacity



- Born in Bay City, Michigan, 1958
- Constantly re-inventing herself
- Singer, songwriter, dancer, actress, and businesswoman
- Owns and manages business and artistic interests
- Accomplished at teamwork
- Most successful female recording star with 300 million+ sales

Les Paul: Innovation



- Invented the solid-body electric guitar
- Created “overdubbing” in studio recording
- Partnered with Gibson guitar company to make instruments
- Performed Jazz, Country and Blues
- Won 7 Grammy Awards



Adele: Luck



- Born in London, 1988
- Music producers discovered her music from a MySpace demo
- Albums *19* and *21* critically acclaimed
- Overcame throat surgery in 2011 to continue singing and recording

Russell Simmons: Personality



- Born in Queens, NY, 1957
- Creator of Def Jam Records
- Brought hip-hop music and lifestyle to the mainstream
- Sold Def Jam to Universal for \$100 million dollars
- Other businesses include clothing, film and TV production, publishing, and philanthropy



Queen Latifah: Support

- Born in Newark, NJ, 1970
- Invested in businesses after her first musical success
- Branched out into acting, TV, and musicals
- Spokesperson for CoverGirl
- 1, Grammy, 1 Emmy, 1 Golden Globe, 2 SAG Awards, 2 NAACP Image Awards, 1 Oscar Nomination





Paul McCartney: Commitment