

Fiero Flair *Presents*



Established in 2013, the Girl Power! Women working in the Music Industry Conference is rapidly becoming the epicenter for empowering women with the education, resources, and networking opportunities that are keys to career success in music.

The theme of the 2019 Girl Power! Conference is "Level Up: Helping Female Music Artists Get To The Next Level." This year's Conference is dedicated to empowering creative, driven, talented female music artists who have professional ambitions with the information, tools, and resources they need to succeed in the modern music industry.

Level Up is a phase that means: progress to the next level. The 2019 Girl Power! Conference is designed to facilitate that progress.

Complete List of Conference Speakers (Alphabetical Order)



Netta B

Recording and Performing Artist

Netta B is a uniquely gifted singer, songwriter and actress with a special vocal tone that ranges from high and sweet to deep, warm and raspy. Born and raised between Berkeley and Oakland, Netta first fell in love with music at a young age. At 6, she started rapping and writing poetry as a way to translate her feelings and to help her get through the difficult times growing up.

Netta fought long and hard to prove herself in her hometown all while attending SJSU. She consistently performed at local shows and put out independent mixtapes. Her commercial music drew over 30k followers on YouTube and Instagram.

Netta got her first big break when she won "The Def Jam Mega Star Search." She began working with Def Jam President, Shakir Stewart and his staff to find her place in the industry. The project was placed on an indefinite hold as a result of Shakir's untimely death and Netta was forced to take her career back to the drawing board.

Soon after, Netta was signed to El Seven/Atlantic and released her EP entitled "580," a project that is inspired by the confusions of love, overcoming struggles and finding happiness. This project tells the truths about life and love and how it made her who she is today.

2019 marks a new chapter in the life of Netta. She is ready to give new music that reflects her experiences, flaws, triumphs etc. Netta has a strong need to feel connected to her fans. She is a true believer of beating the odds and views herself as a rose that grew from concrete. She wants her fans to feel every bit of her.



Gretchen Claffey

**Director of Booking, Oracle Arena
and Oakland County Coliseum**

Gretchen Claffey is the Director of Booking at Oracle Arena and Oakland-Alameda County Coliseum, where she has led concert and event-booking efforts since 2017. Prior to moving to the Bay Area, Claffey worked in the music department of William Morris Endeavor in Los Angeles, routing tours across casinos, performing arts centers, and amphitheaters throughout the country. She graduated with a B.S. in Music with a concentration in Music Industry from Northeastern University in her hometown of Boston, Massachusetts.



Stacy Cunningham started her radio at 92.3 The Beat/Los Angeles, as an intern in the Promotions department where she worked her way up to Assistant Promotions Director. In 2001, she relocated to San Francisco to work as Assistant Promotions Director for then Clear Channel's 106 KMEL. From 2002-2005, she was promoted to Director of Promotions for KMEL and KIOI. In 2005, she earned her Programming stripes and became Program Director for 106 KMEL. Throughout her tenure at Clear Channel, she over saw programming duties for KMEL, KIOI and KISQ. In 2012, she crossed the street to Entercom Communications and became Program Director for legendary station 102.9 KBLX and Director of Operations for Entercom San Francisco. Currently, she has moved over to the record label industry as Director of Strategic Radio Marketing and Events for EMPIRE Distribution in San Francisco.

Stacy Cunningham

**Director of Strategic Radio Marketing
and Events, EMPIRE Distribution**



Terri d'Ambrosio is an audio post and music supervisor of MarcoCo. Studios. Terri manages projects from script to final mix, overseeing the production of music, sound elements, dialogue recording, editing and mixing. She also handles all music licensing activities from song placement to final clearances.

Recent projects include award-winning films, "We Live in Public" and "The Revolutionary Optimists", "The Rape of Europa" and the highly acclaimed, Robert Reich themed "Inequality For All" (Academy Award short listed). Terri has worked in A&R and record promotions. Terri co-chaired the SF Chapter of the Film Music Network, the film and television music industry's premiere professional organization, and acts as a consultant to filmmakers on intellectual property rights.

Terri d'Ambrosio

Music Supervisor and Audio Post



Tina Davis

VP of A&R, EMPIRE distribution

Tina Davis is currently the VP of A&R at EMPIRE Distribution and Records and the Creator and Executive Producer of BET music competition Show *The Next Big Thing*. Davis began honing two of her strong suits—discovering talent and artist development—in college. After a year of working on the publishing end of the business as a creative assistant at Chrysalis Music Publishing, she was recruited to become an A&R administrator at the West Coast office of revered hip-hop label Def Jam. Davis signed Montell Jordan, which gave Def Jam one of its first No. 1 R&B hits, “This Is How We Do It.” Within a year, Davis was promoted to head of Def Jam West charged with fortifying the label’s Westside rap connections. Soon she relocated to New York as the label’s VP—and later senior VP—of A&R. Over the next 10 years, Davis oversaw the careers of such newcomers and veterans as Montell Jordan, DMX, Method Man, Red Man and LL Cool J. including A&R administration for various hit soundtracks. She also signed eventual multiple Grammy-winning singer/songwriter Ne-Yo and helped develop the label’s successful R&B imprint, Def Soul. She created an artist management company called Phase Too Inc. The full-service management company is well known for launching the career of Grammy Award-winning, platinum-selling singer/songwriter/producer Chris Brown.



Angelica Garde-Advincula

**Music Project Manager, Sony
Interactive Entertainment America**

Angelica Garde - Advincula

Bringing a unique blend of both the music and gaming industries, Angelica has over a decade of experience working at Sony PlayStation’s music team. Working alongside music supervisors, producers, and production staff, Angelica helps manage the team that creates original scores and licensed soundtracks for some of Sony’s marquee franchises and platform exclusives including *Uncharted*, *God of War*, *MLB: The Show* and *The Last of Us*.

And yes, she is also a gamer.



MAAYAN

**Singer/Songwriter and co-producer
Women's International Music Fest**

MAAYAN is a wild child artist captivating crowds all over the world with powerful performances and magnetic positivity. The San Francisco born-Tel Aviv & New York City-bred songstress blends Rock, Americana, Blues and middle eastern influences in anthemic songs of love, inspiration, and travel. Her single *Way To You* became a finalist at the International Acoustic Music Awards. In 2019 Maayan joined as board member at California Women's Music nonprofit and Co-Producer at California Women's Music Festival. Her involvement in the music community has been an inseparable part of her musical journey. She's hosted and produced weekly showcases in New York City's lower east side, and select events in San Francisco, created a network of like-minded performers "Folkers On The Rock", aiding them with booking, consulting and music production. Maayan continues to help others grow alongside her as she spreads her music far and wide.



Sundra Manning

**Piano/Keys/Hammond B3, and Music
Producer/ Songwriter**

Sundra Manning is a highly sought after Pianist, Keyboardist, Hammond B3 Organ Player and Producer. She is a Grammy Nominated musician/producer respected for her wide ranging musical versatility. She has recorded, written and performed around the world with many artists including Prince, Peter Tork of The Monkees, Bobby Womack, Larry Graham, Sheila E., Lalah Hathaway, Raphael Saadiq, Meshell Ndegeocello, Ledisi, Michael Franti and Spearhead, MC Hammer, Walter Hawkins' Love Center Youth Ministry, Jody Watley, Jubu & Legally Blynd, The Braxton Brothers, Martin Luther, Peabo Bryson, Maysa Leaks, Pete Escovedo, Miguel Migs, EnVogue, Nona Hendryx and Black Women Rock sharing her lovely gift of music. She creates music that inspires all; and has written and produced music for several major films and television networks including Sony Pictures, Warner Pictures, HBO Films, Bose Corp. Sundra brings a funky, fresh and gritty approach to the Hammond B3 Organ, Piano and Keyboards that is emotional, unique and special.



Laryssa Okada is a composer for video games and film. She has interned at Sony Computer Entertainment America working on titles like Mass Effect Andromeda and Anthem, worked for Sarah Schachner as a music editor on Assassin's Creed, and has even spoken as a panelist at Game Sound Con and the Game Developers Conference. Her latest project as lead composer, Manifold Garden, will be available for release soon.

Laryssa Okada

Music Composer, Video Games and Film



With more than 17 years of uniting people through music, art and cultural experiences, **Joan Rosenberg** is currently the Director of Marketing & Communications at A.C.T.. Throughout her Marketing & Communications career with two of the world's largest live entertainment companies, Live Nation and AEG Presents, she has consistently driven strategic brand initiatives and multicultural marketing programs that improve audience and community engagement. Joan's celebration of the Bay Area's diverse community is reflected in her strong relationships with key stakeholders at strategic organizations, media and performing arts institutions. As a leader, Joan is passionate about empowering people to live up to their highest potential by creating a productive and engaging work environment. She is committed to building an inclusive culture that will increase a sense of belonging, purpose and trust. Joan spent her childhood in New York, where she was born, and moved to the Bay Area, where she graduated from Oakland's Holy Names High School and earned her B.A. degree from Holy Names University. Joan currently resides in Oakland and enjoys going to hear live music, immersive theater experiences and listening to Prince. In her free time she paints and is an avid Orchid grower, a Foster Youth advocate and a volunteer at several non-profit organizations in the arts.

Joan Rosenberg

Director of Marketing & Communications, A.C.T.



Samaria
Recording Artist

Samaria was born in Oakland. “I honestly believe the Bay cultivated a lot of who I am as a person: my tomboy style, my lingo, how I write my music,” she says. From writing fairytales to filling journals with stories and poetry, Samaria penned one of her first songs at 11. In 2016, Samaria, a then unsigned artist, released her debut EP, *The Story Of Right Now*, a project that centered around a key relationship in her life. The project arrived with a short film and was followed by a collaboration with Kehlani on the intoxicating “Love Me Crazy” (75K views on YouTube). Critical acclaim flooded in, though the fate of Samaria’s career was still hanging in the balance. In 2017 she performed for her biggest crowd on the Art & Soul Festival KBLX main stage before taking a hiatus from music. She began hustling between the Bay and LA, getting back into the studio after a period of homelessness. By end of that year, after opening for SoundCloud upstart KR at her first LA performance, Samaria was discovered by an A&R for Republic Records and she inked a deal. In Feb she just released another EP, *Adventures Of Lovergirl*. From friendships to self-reflection, love, and love lost, Samaria’s debut album will showcase her elevated songwriting and melodic vocals, and also provide an intimate look at an artist who will soon set the bar for how to translate real life into song.



Julie Schuchard
Cofounder, Tricycle Records

Julie Schuchard is the co-founder of local label Tricycle Records, where for 13 years she has cultivated a roster of emerging artists across a range of genres, Geographer, Everyone Is Dirty, Andrew St. James, and Rich Girls to name a few. Julie curates a compilation called Friends of Tricycle Records (8 volumes), which features emerging artists from the Bay Area indie music community. She also serves as a board member in the local chapter of the Recording Academy, where she plays an active role in advocacy efforts surrounding creator’s rights and royalties.

Tricycle Records is an independent record label based in San Francisco that exclusively signs local groups and offers such crucial services as press relations, tour booking, graphic design, and other such general management while allowing artists to retain full ownership of their music and complete creative control. Tricycle envisions itself as a launching pad for acts destined for larger labels.



Vanessa Silberman
International Touring Singer/
Guitarist and co-founder of
A Diamond Heart Production

Vanessa Silberman is an international DIY Touring Singer (playing over 600 shows in 2015-2019), Guitarist, Songwriter, Record Producer-Engineer-Mixer, Independent A&R and has an Artist Development Label called *A Diamond Heart Production* (*Down & Outlaws*, *Carissa Johnson & the Cure-Alls*) from Los Angeles. Audiofemme.com ranked her band as the "hardest working bands of 2017 & 2018." Vanessa She was also the founding member of the LA band *Diamonds Under Fire* (2002-2014).

A Diamond Heart Production is an Artist Development Label, Recording Music, DIY Artist Blog & Publishing Company. Vanessa works closely with bands & artists to help them develop different aspects of their career focusing mainly on Artist Development, Recording, Release Plans, Booking, Art / Image, Grass Roots Marketing & Branding. The label also offers a very community driven home & spirit on the label side as well distribution (*Dashgo*) for releases. The label prides itself on being an Artist Friendly Music Company with Old School Record Label Traits & a New School State of Mind in the digital age.

As an artist Vanessa's live shows and music has been compared to the raw bare bones rock 'n roll of *Nirvana* & *The Ramones* along with the appeal of *Liz Phair* & *Christie Hynde*, authenticity of classic artists such as *Patti Smith*, *Neil Young* & the pop sensibilities of commercial radio artists such as *Green Day*.

She is also widely known for having a very strong DIY ethic & wearing many different hats in the music business --having worked for heavy hitters in the music business such as *Dr. Luke* as well as for company's & places ranging from Epitaph Record's to the *Foo Fighter's Studio 606*.



Suga-T

**Rapstress, songstress, producer,
Author and Entrepreneur**

SUGA-T is a thirty-year Entertainment Veteran. Growing up in her family record label Sick Wid It Records she is admired as “The First Lady” of her family rap group The Click, featuring her brothers E40, D-Shot and cousin B-Legit. The Click released platinum and gold hit albums. She developed as an executive and talent, eventually establishing one of the biggest joint venture deals in history with Jive Records. Suga-T was the only female of her five siblings, which helped her thrive in the rap game as a female in a male dominated industry. Over the years SUGA-T has executive produced and released over fifteen albums. She reinvented her brand to become a better role model currently working as a multi-genre talent in Hip Hop, Jazz, Gospel, Rhythm, EDM to Blues.

Suga-T was recently presented on VH1's Hip Hop Honors by Queen Latifah as one of the West Coast Female Hip Hop Pioneers who helped pave the way for females in Hip Hop today.

Her books BOSS Up BAYB and YOUR Perfume empower females and inspire through adversities. Suga-T, is the host of a new TV Show series, “Queens View Raptable Report” reaching at least ten million broadcast, and available to the millions online in collaboration with other national media platforms.

SUGA-T sacrificed her Entertainment career to go back to school receiving an AA, BA and MA, along with a variety of other certifications utilizing her talents and musical gifts. Suga-T is an influencer that has worked with powerful celebrities, political figures, corporate entities and more and is behind the success of many who are still making waves today. The multi-faceted modern-day Renaissance woman is still flexing her lyrical skills, as a rapstress, songstress, songwriter, producer and entrepreneur.

This year we focus on our theme- **Level Up: Helping Female Music Artists Get To The Next Level. We have invited two of our male colleagues in the industry to speak at the conference. It is important in this industry that we work with men who are strong, unwavering and dedicated ALLIES to WOMEN in our performing arts community.**





Hisham Dahud

**Brand Builder, Digital Strategist,
Musician and founder of ArtistPro**

Hisham Dahud is a brand builder, digital strategist, musician and artist educator based in Los Angeles. Beginning as a drummer in San Francisco, he quickly discovered how technology was rapidly shaping the music industry and instantly wanted to be a part of that shift. He earned his stripes working with the legendary DJ Shadow on online marketing and merchandise operations and writing for the likes of Hypebot, Billboard, and others. He went on to help launch FAME HOUSE, one of the music industry's first digital marketing agencies helping artists capitalize on their online presences. Clients included Eminem, Tiësto, Pearl Jam, Alicia Keys, Beatport and more. He eventually found himself at the epicenter of electronic music culture, touring the world (with an extensive tenure on Ibiza) working with Richie Hawtin and several other European electronic music mainstays.

With a growing desire to help developing talent, Hisham founded ArtistPro in 2019 – an interactive educational platform empowering artists to be better business owners and self-marketers. He also continues to lecture adjunctly at ICON Collective in Burbank, CA.



Cori Jacobs

**Music Producer, Songwriter,
Pianist/keyboardist and film
composer**

Cori Jacobs (originally from Vallejo, CA) is an LA based Grammy nominated music producer, pianist, keyboardist, songwriter, music director, and film composer. He is a multi-talented Professional Musician that possesses a wealth of Music Industry and Entertainment experience.

He has worked with Beyoncé, The Pussycat Dolls, George Clinton, Bobby Womack, Eric Benet, Teedra Moses, Brooke Valentine, The Temptations, Aloe Blacc, Fantastic Negrito, his cousin Sly Stone, and many others in numerous musical and production capacities. He was the musical director for Lauryn Hill's band in 2008.

A classically trained musician who earned his chops in the church on organs and drums, Cori has a sublime talent for blending music with emotions; a skill that serves him well in his current focus of film composing, where he provided the emotional backdrop and score for *Iverson*, a documentary on basketball icon, Allen Iverson, which was Showtime's biggest sport documentary in its history and now a top rated Netflix documentary.

As a music producer, Cori has produced countless records. He does everything from songwriting, music composition, arranging, programming, engineering, hiring musicians and backup vocalists, mixing & mastering. In addition, Cori records and produces his own music, featuring the talents of friends and colleagues. Smooth Jazz, Funk, Soul, R&B, and Pop are popular genres of his band. His current project is called *Vegan Funk*.

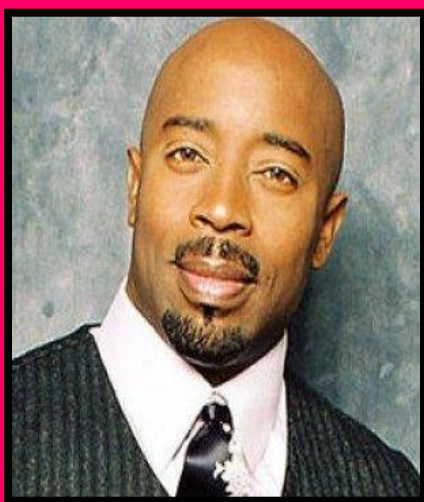
PRODUCERS OF THE GIRL POWER! WOMEN WORKING IN THE MUSIC INDUSTRY CONFERENCE



Kerry Fiero

**Producer, Girl Power!
Conference; Event Planner**

Kerry Fiero is the producer of *Girl Power! Women working in the Music Industry Conference*. Kerry began her career in the music industry as a personal manager, working initially at the nationally recognized management firm, The Rosebud Agency before starting her own company, Strive Management. She represented both signed and unsigned artists in R&B, Hip Hop and Jazz, including songstress Ledisi and big band Mingus Amungus. She co-founded The Strive for More Music Showcase which helped launch young talent into the music industry, including Kehlani and Rozzi. Kerry's other roles have included working at an Entertainment Law Firm doing tour support/legal for singer Goapele; being the Artist Liaison at the California Music Awards, the Art & Soul Festival, SFJAZZ and more; managing the SF venue Biscuits & Blues, and booking live music for the Oakland venue Maxwell's Lounge; and working as an Event Planner/Producer for dozens of clients. Kerry has been an Adjunct Professor for 12 years at San Francisco State University's Music/ Recording Industry (MRI) Program & Event Planning Program and she teaches in the new Entertainment Program at Expression/SAE college. Kerry is a connector and always striving to find the win-win collaboration.



Gian Fiero

**Co-Producer, Girl Power!
Conference; Award winning
Music Reviewer**

Gian Fiero is a career & professional development specialist. In 2013 he launched Fiero Flair, an empowerment company.

Gian is the former senior music reviewer for Muse's Muse.com, where he first exposed the talents of South Border, Jason Derulo, Ryan Leslie, and Sara Bareilles. He was recognized as the top music reviewer on the platform.

Gian has been an industry judge for the Freight Salvage Songwriters Showcase, West Coast Songwriters, and the Seth Riggs Summer Vocal Camp. He is the founder/ host of the popular songwriting critique panel *Face The Music!* which has been featured at the California Lawyers for the Arts Music Industry Conference and the Bay Area Producers Conference (BAPC).

Gian helped develop the talents and launch the careers of Rozzi, a fan favorite on Alice radio station signed to Giant Records, and Kehlani, Grammy nominated singer signed to Atlantic Records. For over a decade Gian was a music manager who helped 5 out of 7 acts he represented sign record deals. Gian has represented Grammy nominated music producer and musical director, Cori Jacobs (Beyonce, Pussycat Dolls, Lauryn Hill) for two decades.

Gian is a sought-after speaker and moderator. He has interviewed many music artists and professionals at conferences, workshops, and for his online (YouTube/Vimeo) programs "Crash Course" and "Conversations with Gian Fiero."

2019 GIRL POWER! CONFERENCE SCHEDULE

9:30am-10am

Registration

10am

Welcome Remarks: **Kerry Fiero**

10:15am-10:30am

Tenina Stevens aka Suga-T

10:30-11:30am

Level Up! Taking your Career to the Next Level

Vanessa Silberman, Samaria, Netta B and Maayan

11:30-12:30pm

SOS Conversation: Sacrifices, Opportunities & Success

Tina Davis, moderated by Stacy Cunningham-Moreland

12:30-1:30pm

EMPIRE Networking Lunch

Exhibitors on Terrace

1:30-2:45pm

POWER HOUR

Marketing Magic w/ Joan Rosenberg

Book Me! w/ Gretchen Claffey

Music, Media & Money: Profiting from your songs through Music Licensing w/ Terri d'Ambrosio

Up Your Game! w/ Angelica Garde-Advincula and Laryssa Okada

2:45pm-3pm

Level Up to A Pro

Hisham Dahud

3:15pm- 4:45pm

FACE THE MUSIC!

Julie Schuchard, Sundra Manning, Vanessa Silberman, Cori Jacobs

and hosted by Gian Fiero

4:45pm

Girl Talk: Kerry Fiero