

Liz May is a business owner and audio engineer who specializes in studio recording and mixing, with extensive experience in live sound and event production. She has spent her career owning and operating businesses that promote and produce artists, as well as managing the venues where they perform. Initially studying piano performance as an undergrad, she now holds an MBA and has been developing curriculum for Music Business, Recording Engineering, Acoustics, and Entertainment Law courses, while remaining active in the industry and fostering her students' first steps into their chosen field.

Liz, known for her artistic entrepreneurial nature, founded SoundLizzard Productions, LLC (SLP) in 2003 within the NC Triad to assist clients and artists in their musical and audio needs. After growing the business to include an A&R department, record label, and publishing company for a short time, sound mixing for several independent films, booking artists, orchestrating an annual music festival, and operating a large recording studio facility, the company now operates primarily as a recording, post-production, and live sound production business. Many artists that Liz has curated and worked with have continued on to have successful performance and songwriting careers in Nashville, TN.

Liz has also worked in production management at a number of performance facilities managing the daily operations, booking and negotiating contracts, organizing and producing events, and growing each organization's revenue stream. Most recently, from 2016-2021 she was the Production & Facility Manager of the historic RJ Reynolds Auditorium—a 1900-seat, hundred-year-old classic performance hall located in the heart of Winston-Salem. Liz continues to participate on the board with the Friends of RJ Reynolds Auditorium assisting them with renovations and new project priorities.

Prior to her arrival at App State, Liz had been working as the Lead Instructor of Recording Engineering and Music Business at the Guilford Technical Community College in the Entertainment Technologies Program. While there she helped to redesign the program's core degree and provide unique opportunities for her students to learn hands-on in the field. She also brought in numerous professionals to the classroom for workshops and classroom discussions. This past year the school's Entertainment Tech & Music programs successfully launched their own student-led record label called Ti-Tone Records and released their first compilation album in April premiering with a live performance to a capacity crowd!

Liz's commitment to the arts and education led her to launch TRAIN Cycle, LLC during the pandemic—a virtual technical arts organization that bridged a

connection between professionals in the entertainment industry with the education sector through various online opportunities. Liz has also written for technical magazines such as Mix, Pro Sound News, Pro Audio Review, and Sound & Video Contractor—reviewing for events including NAMM and user-focused product launches. She has also worked with countless award-winning and nationally recognized artists both in the studio and on the stage. Some of her most recent work includes live sound mixing for the Winston-Salem Symphony Pops & Unbound series, mixing front of house at the mainstage for NC Folk Festival, touring as A1/System Designer & Programmer with the Vienna Light Orchestra, FOH for Mipso, and designing/engineering the sound for *Hadestown* at RJ Reynolds.

Liz holds a Bachelor of Arts in Arts Management from Salem College and a Master of Business Administration with a concentration in Music Business from Southern New Hampshire University. She also holds a diploma in Audio Technology from SAE Institute—Nashville. She recently held the Chair position on the AES Carolinas Chapter that she co-founded in 2022. As a Journeyperson of IATSE Local 635, Liz has previously held the position of Treasurer as well as chairing the Education Committee. Liz has enjoyed all of her years working in the various aspects of the music and entertainment industries—from recording studios to theaters, concert venues to mix rooms, from behind the computer to in front of the stage, and from managing artists and their careers to designing sound effects and running soundchecks. Liz believes that we are never too old to stop learning and we are never too young to start teaching. She is looking forward to building new relationships and growing the Music Industry Studies program at Appalachian State to its fullest potential.