

Interview Assessment #2

Name of Professional: Laura Veras

Profession: A&R and Artist Manager

Company: Epsilon

Date of Interview: 10/8/2021

Assessment:

I conducted my second professional interview with Laura Veras, an A&R and artist manager of NxG who is also working full time as an associate account executive at Epsilon. Prior to the interview, I was hoping to learn more about what it is like to major in Music Business, and how that would help with the smooth transition to a professional career after graduating college. I also wanted ideas on how I can improve my original work since Laura was also an ISM student, and how I should be reaching out to different people for internships and other opportunities. In general, I desired to gain more knowledge on the current climate of the music industry from a young professional standpoint to predict various trends that might affect my ISM journey.

As the interview began, Laura asked me which specific sector of Music Business I wanted to focus on, and gave me a general overview of the different sectors that could potentially be my main topic. Some of the sectors that she introduced to me were A&R, live production, artist management, copyright law, and audio engineering. Although I had a broad idea of what kind of job I wanted in the music industry, I was not aware of the fact that there are such a large variety of career paths even when narrowed down to Music Business only. I asked myself what exactly it was that I wanted to accomplish as a young Music Business professional and whether

that goal lined up with one of the sectors that Laura mentioned. She also shared her personal experience as an ISM student for two years and gave me advice on how I could make the most out of my journey. I realized that it is entirely up to me to make my dreams come true, and that this journey can be a life-changing experience for me. Laura said that ISM played a very big role in choosing her career path and that it gave her a head start over many other students since she already had experience in the Music Business industry as a high school junior and senior.

Another important point that Laura emphasized was the importance of reaching out and connecting with as many people as possible for the future. Even though it might be a bit awkward at first, almost every project in the music industry is completed by new connections and relationships. It is crucial to know other professionals that can be a resource to you. An advice that lingered in my mind was that it is very helpful to ask a professional that you built a relationship with to recommend you to another professional as a reference for the future. This brings in new opportunities and projects for you to work on and can serve as a great boost to your career in the near future.

Overall, this interview was a great experience for me to learn more about the variety of Music Business and finding my personal colors within it, and making new connections with professionals to help myself for future references. The information that I retained helped me develop a new perspective on Music Business and provide suggestions on the best fitting career path for me in the music industry. Laura gave me permission to contact her whenever I need help and to “annoy” her whenever I want, and I am extremely grateful for her generosity. By utilizing the available resources provided to me and searching for new connections, I know that I will be able to make the most out of my ISM journey this year.