The **Music Business Educator of the Year**award celebrates a music business educator who inspires students to enter the music business.  The winner will lead by example and teach across the breadth and depth of the industry to open students’ awareness to the possibilities available in the music industry today. The winning candidate should expose students to the importance of connection and relationships in this industry while continuing to learn and be a part of the industry themselves.

Submission #1

**Kevin Block-Shwenk**

*Associate Professor (due to be promoted to professor September 1st '23)*

**Berklee College of Music**

*No. Year Teaching:* 18 years

*Current Class List:* Principles of Economics (LSOC-225), Data Management and Statistics (LMSC-251), Applications of Mathematics (LMSC-130), Applied Mathematics for Musicians (OLMSC 130): Berklee Online

kblockschwenk@berklee.edu

It is my highest recommendation that Kevin Block-Shwenk be recognized for his incredible dedication to his students and his teachings of music business. Kevin not only teaches his students the importance of economics, mathematics and data management and statistics in the music business, but he also teaches his students what it means to be a successful and thriving human wanting to pursue a career in the music business industry. It takes more than talent and drive to work in the music industry. It takes dedication, commitment and a humble understanding that there is always more to learn. Kevin gifts each of his students these lessons at a minimum with the additional knowledge of the course information giving each and every one of his students he opportunity to move forward into the music business industry ten steps ahead of where they would have been without him. Kevin makes time for all of his students, but he makes extra time for those students who want to go that extra mile and get as much out of their college experience as possible. He makes himself available for numerous office hours a week and frees up time for those students who aren't available during his regularly scheduled office hours. Kevin won won the Exemplary Faculty Award for mentorship in 2022. The Exemplary Faculty Award is awarded to best of Berklee’s teachers for his or her contributions to educational excellence and student development. These awards seek to recognize the many different forms of excellence exhibited by Berklee's faculty, as well as the example they set for the broader community. Recipients of these awards demonstrate their exemplary status by offering a public professional development opportunity to other faculty, thereby contributing to the advancement of Berklee’s academic community. Kevin is honest, driven and a dedicated educator and is, in my opinion, the most deserving individual of ‘The Bizzy’s 2023 music business educator of the year award’.

----

Lisa Chiodo, Berklee College of Music  
lchiodo2@berklee.edu | 8575882431

Submission #2

**Shea Fowler**

*Adjunct Professor*

**Belmont University; University of New Haven**

*No. Year Teaching:* 5

*Current Class List:* 1) Women in Entertainment: Opportunities, Challenges & Perspective at Belmont University 2) Entrepreneurship and Careers in the Music Industry at University of New Haven

shea@digitalseat.com

Originally from Texas, Shea Fowler has worked in the entertainment industry professionally since the age of two. From Dallas to Los Angeles, Shea worked in TV, film and print as a performer before pursuing record and publishing deals in Nashville by age 15. Following graduation from Belmont University’s Mike Curb College of Entertainment & Music Business, Ms. Fowler worked on Music Row in A&R at Big Machine Label Group with artists such as Taylor Swift, Thomas Rhett, and Reba. She then moved on to work with songwriters and artists in music publishing for Grammy Award-winning songwriter Brett James, where she placed songs with artists such as Dierks Bentley, Miranda Lambert and Carrie Underwood. Shea has utilized her personal experience to tailor a curriculum that informs students on the opportunities and challenges in the industry. The courses dissect traditional jobs and positions in the industry in conjunction with new and emerging industry paradigms, and classwork focuses on preparing for and finding the right career opportunities and building entrepreneurial skills. Shea offers a distinct opportunity as she has worked as talent and in a behind-the-scenes capacity. Several of her students have graduated and become leaders in the industry (interviews available upon request).

Supporting Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/SP23-Syllabus_MIND.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/CEI-2820-Thurs-SP23-Syllabus-1.pdf>

----

Maggie Trabucco, FlyteVu Agency  
maggie.trabucco@flytevu.com | 6155874435

Submission #3

**Clyde Rolston**

*Professor*

**Belmont University**

*No. Year Teaching:* Over 40 years

*Current Class List:* Marketing of Recorded Music, Survey of Music Business, the Music Business in the Movies, Entertainment Marketing, Contemporary Issues, Senior Music Business Capstone, Music Business Exit Examination, Studies Abroad Music Business Elective, Strategic MKT – Music Business (MBA Class), The Recording Industry: Managerial Overview (MBA Class)

clyde.rolston@belmont.edu

Video Submission:

<https://youtu.be/vj033YMY5hA>

----

MarQo Patton, EdD, Curb College of Entertainment & Music Business  
marQo.patton@belmont.edu | 6293339600

Clyde Rolston is a team player - always seeking to do his best so that students can succeed. He has dedicated his life to teaching the college age student. His students have succeeded in all aspects of the music industry. He has served Belmont University for over 30 years. During that time, he has created new classes, advised thousands of students, served as chair of the music business program, served as faculty senate president at Belmont University, written numerous journal articles and books, and so much more. Currently, he serves as vice president of Music and Entertainment Educator's Association. He continually stays on the cutting edge of this ever-moving industry (both music business and education)! Dr. Rolston has led by example as he has worked in the industry. He also leads with a focus to the current generation as he works diligently to share impart his knowledge.Dr. Rolston represents what it means to be an outstanding educator in the Music Business field!

Supporting Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/Rolston-Recommendation-3.docx>

<https://musicbiz.org/wp-content/uploads/gravity_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/Rolston-Recommendation-2.docx>

<https://musicbiz.org/wp-content/uploads/gravity_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/Rolston-Recommendation-1.docx>

----

Amy Smith, Belmont University  
amy.smith@belmont.edu | 6156043102

Submission #4

**Serona Elton**

*Professor*

**University of Miami Frost School of Music**

*No. Year Teaching:* 17

*Current Class List:* Recorded Music Operations, Music Industry Agreements

selton@miami.edu

Written Submission:

<https://musicbiz.org/wp-content/uploads/gravity_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/Bizzy-Award-Submission-Serona-Elton.pdf>

----

Guillermo Page, University of Miami Frost School of Music  
gpage@miami.edu | (305)588-6469

Submission #5

**Atlanta Cobb**

*Online Educator / Coach / Consultant,* *Music Industry Mentor*

[ac@musicindustrymentor.com](mailto:ac@musicindustrymentor.com) | 4.47526E+11

*No. Year Teaching:* 2 (over 12 years of Industry practice + experience)

The Music Industry Mentor is not a traditional Univeristy or College, it is in fact a worldwide education platform for Artists. Over 50% of our audience and artists are however US based. I have created Music Industry Mentor to allow for all artists, from all levels, backgrounds, and genres a chance to be educated by credible, highly-skilled & experienced music industry professionals online.

*Current Class List:* I cover topics across the board in the industry, to ensure all artists walk away with thorough knowledge and actionable skills & resources to use immediately. Education topics include:

- How to monetize in the music industry & revenue streams

- Royalties / Publishing

- How to build an engaged audience online

- How to grow an online presence effectively as a musician

- Gaining the attention of Industry Executives

- Building a team around your artist project

- How to trigger the Spotify algorithm

- How to write an effective DSP pitch

- How to distribute your music

- How to collaborate with others

- How to get your music placed on TV, Film, Games and Adverts

- How to self-publish

- Copyright

I deliver M.I.M coaching via a very easy-to-digest communication method, and have received continual feedback complimenting me on my teaching style (see attached PDF).

[ac@musicindustrymentor.com](mailto:ac@musicindustrymentor.com)

After gaining my first work experience within music at the age of 15 years old, working with Florence + The Machine's team, I have gone on to dedicate my entire life to the music industry. I now carry 12 years of first-hand industry experience and spend my time giving back to thousands of independent artists, of all levels, all backgrounds, all genres around the world via my online music coaching company - the Music Industry Mentor.

Not all artists can afford the high tuition fees that come with traditional education at a physical University, or College. This is why I founded Music Industry Mentor, I aim for it to become the worlds leading online educational platform for artists around the world, ensuring that industry education is delivered by real-world, credible, successful, and active industry professionals, whilst making it accessible to as many as possible.

Having worked in the major recording world and the independent world, there is so much gatekeeping that goes on for the independent community of artists, and my aim is to break down that barrier for many. This is what I work on doing all day every day.

I have noticed too many service-based companies/ agencies out there that also prey on uneducated independent artists' naivety, over-charging artists, and delivering very little results. I am incredibly passionate about ensuring a change happens. This starts with education, from people like myself who have been and done it.

This is why I have built up over 38,000 artists following my TikTok + Instagram music industry advice within 5 months organically, where I share free advice via short-form videos.

This has then led me to coach and consult hundreds of artists around the world 1:1, and partnerships with BBC Introducing, Ditto and Symphonic.

My credentials and achievements within my career thus far include:

- A Multi-platinum selling Artist Manager with over 11 years of experience, aiding to over 5 billion Spotify streams in management.

- Artist Management of 2x BRIT-Award winning, Becky Hill & #1 selling, Ivor Novello nominee, Ella Henderson

-Prev ACM Alumni (keynote graduation guest speaker 2 years running)

-Music Weeks Rising Star

-Aux Award 2023 nominee (award winner TBA)

-Public speaker at Uni's across the country (ACM / BIMM / LCCM / Waterbear / Point Blank / Goldsmiths and more)

- Educated & coached hundreds of Artists 1:1 around the world, and thousands via social media

-Marketing @ Island Records (secured Post Malone's first ever #1 UK & #1 US single with 'rockstar' and #1 US & #2 UK album with Drake - More Life)

-Marketing @ Columbia Records (worked on The Script, Leonard Cohen, John Legend, Cage The Elephant)

-Label @ Metropolis Studios

-Headed up Indie Label Truth Records (developing rising star Cody Frost)

-Built over 10 Million views & 38,000 organic followers on my own music industry advice TikTok + Instagram page within 5 months

By winning a Bizzy it would further support the recognition and industry-wide support of Music Industry Mentor, and would allow for me to continue to grow the online platform, and continue educating the artists who need it the most.

After carving out a very successful career for myself in the industry, all by the age of 27. I'm incredibly passionate about giving back to the next generation to come through and pave a way for real, actionable change as a leading educator in music.

Not only do I run my own online coaching & consulting business for artists in need, but I also run my own traditional artist management company; Landed Management.

I've signed a rising star artist in the UK, Cristina Hart. Since coming on board to Cristin'as project at the end of 2022, I have immediately been able to secure Cristina her first Spotify New Music Friday, Apple Music New Pop, and multiple other editorial placements, BBC Radio 1 plays, Notion magazine features, a record deal renewal and a nationwide- support tour slot.

Additional Materials:

[https://musicbiz.org/wp-content/uploads/gravity\_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/Atlanta-Cobb-Music-Industry-Mentor-x-The-Bizzys-Artist-Manager.pdf , https://musicbiz.org/wp-content/uploads/gravity\_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/Atlanta-Cobb-Music-Industry-Mentor-x-The-Bizzys.pdf](https://musicbiz.org/wp-content/uploads/gravity_forms/197-3b52823a80f82aac38475ee7ed5b35fd/2023/02/Atlanta-Cobb-Music-Industry-Mentor-x-The-Bizzys-Artist-Manager.pdf)

----

Atlanta Cobb

[ac@musicindustrymentor.com](mailto:ac@musicindustrymentor.com) | 4.47526E+11