

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, girl group Pinay and big band Mingus Amungus.

She co-founded The Strive for More Music Showcase which helped launch young talent into the music industry, including Grammy nominated singer Kehlani and Rozzi (who went on to tour the world with Maroon 5).

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.