



# Panel Discussion:

## Building Skills for Music Industry Careers Beyond Performance

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Heather Mansell  
Bryan Powell  
Jennifer Witt

**NAMM**<sup>®</sup>  
*believe in music*





## Heather Mansell

Marketing Manager, Education  
Yamaha

## Bryan Powell

Chief Program Officer  
Music Will



## Jennifer Witt

Band and Orchestra Marketing Manager  
Sweetwater





# "Building Skills for Music Industry Careers Beyond Performance"

Heather Mansell; Yamaha Corporation of America

Bryan Powell; Music Will, APME, Montclair State University

Jennifer Witt, Sweetwater

# How did we get here?

# Jennifer





# How did we get here?

# Heather



# How did we get here?

# Bryan





# “Why choose music programs?”

Keeping students who love music in music programs aligns them with mission-driven work and feeds the industry with passionate talent.



# “If Only I Had Known There Were This Many Jobs In Music...” – a circuitous route





# "If Only I Had Known There Were This Many Jobs In Music..."



**"How do we bridge the gap?"**  
and remove barriers along the way?

Awareness

Experience

Jobs

BARRIERS





[hmansell@yamaha.com](mailto:hmansell@yamaha.com)

[Bryan.Powell@musicwill.org](mailto:Bryan.Powell@musicwill.org)

[Jennifer\\_witt@sweetwater.com](mailto:Jennifer_witt@sweetwater.com)

# Thank you