

# DANA DETRICK

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- **Strategic business leader recognized for driving growth** through client relations, talent development, and operational leadership. Expertise leading large-scale projects, budgets, and teams within dynamic creative environments.
- **Strong history of recruiting and developing top talent**, and building company culture that enables people to thrive.
- **Highly skilled at aligning key stakeholders** on big-picture strategy, messaging, and organizational priorities.
- **A creative problem-solver** known for her innovative and collaborative approach to decision-making. *Strengths include:*

Artist / Client Relations | Team Leadership | Project Management | Strategy Development | Operations  
Budget Management | Talent Management & Development | Negotiation | Culture Building | Hiring & Recruiting

## EXPERIENCE

**MAJOR MUSIC LABEL** | New York, NY

Vice President, Creative	2020 - Present
Assistant Vice President, Creative	2016 - 2020
Executive Director, Creative	2011 - 2016
Senior Director / Director / Associate Director, Creative	2005 - 2011

- Progressed through multiple roles leading talent acquisition and management, A&R, strategy development, and operations within the Creative department. Responsible for sourcing, developing, and retaining a global roster of top-tier musical artists in the Pop/Rock/Alternative genres.
- Oversee daily operations within the department including hiring and staffing, budgeting and revenue forecasting, talent acquisition and development, project management, and strategic business planning.
- Partner with C-suite executives to lead high-level projects and discussions impacting organizational direction.
- Administer the annual departmental budget covering hiring, sponsorships, promotions, and talent development.
- Produce national showcases, performances, and promotional events to promote the talent roster and increase artist visibility. Manage creative partnerships with major platforms and venues (Sundance Film Festival, SXSW).
- Develop and grow industry relationships with artists, record labels, music publishers, and other key shareholders.
- Represent the organization as a thought partner and board member for industry organizations and non-profits.
- Launched the company's internship program and mentorship pilot in partnership with Boston University.

### *Career Highlights:*

- Brought on as **Associate Director of Creative** to build company's talent roster within the Pop/Rock/Alternative genres.
- Twice promoted as **Director and Senior Director of Creative** with increased responsibility for talent acquisition and management, publisher relations, and departmental leadership.
- Elevated to **Executive Director**, overseeing large-scale projects aimed at building and retaining the talent roster. Responsible for budget management, talent development, and building relationships with key industry shareholders (songwriters, publishers, music attorneys, talent agents, managers, and A&R executives).
- As **Assistant Vice President, served on the senior leadership team** for the Creative department, overseeing quarterly reporting, budgeting, and high-level operational discussions. Hired and developed a team of 3 creative executives and 2 support staff.
- Named **Vice President of Creative**, leading the Creative team split between New York and Los Angeles, as well as the departmental budget. Completed a two-year executive leadership program for senior executives.

**COMPANY CONFIDENTIAL** | Los Angeles, CA

Marketing Director / Media Director	2002 - 2005
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- Produced hundreds of live musical concerts and events for globally recognized artists, leading all facets of planning, marketing, client relations, and talent development. Promoted across three roles during tenure.
- Managed high-profile partnerships while continually delivering complex programs on time and within budget.

## EDUCATION

MA, Psychology - Boston University | BA, Sociology - University of Southern California

Certificate in Leadership Development - UCLA Anderson School of Management, Women's Leadership Institute

*Affiliations:* US Recording Academy, Chapter Committee Member | Former Advisory Board Member, Music for Relief