

- ADVICE FROM THE MENTORS -



Lesly Simon

General Manager | Pearl Records & Gwendolyn Records

What's your favorite quote?

Favorite quotes are seasonal for me. In this season there are 2 that I think of regularly and both are from Maya Angelou...

-- "This is a wonderful day. I have never seen this one before." and "When you know better, do better."

What is the best decision you ever made or accomplished that got you where you are today?

—In 2004 when I made the decision to leave the pop world and took the job at Arista Nashville working for and learning from Joe, Butch and Bobby Kraig.

What one piece of advice would you give to anyone aspiring to do what you do?

—The only thing that entitles you to be successful, to get the promotion, to reach the top, etc. is putting in the work. And there is nothing more rewarding than the accomplishment that comes from hard (and smart) work.



Tom Martens

VP, Radio and Streaming | Warner Music Nashville

What's your favorite quote?

Remember to love and cherish every moment, chase every dream and never settle for anything less than you deserve in life. -Lindsay Walleman 1984-2013

What is the best decision you ever made or accomplished that got you where you are today?

I took an internship at WLOL in Minneapolis under Gregg Swedberg when I was in college. I knew I wanted to get into radio but was busy running the college station at the time. A friend finally talked me into the interview. It turned out to be one of the best career decisions I ever made. I am certain that I wouldn't be where I am today, had I not invested that time. I often tell this to interns here at Warner and stress the importance of asking question beyond what you are being asked to do.

What one piece of advice would you give to anyone aspiring to do what you do?

Be willing to invest the time and effort in whatever you are pursuing. The job base in both radio and records is shrinking but nothing is impossible if you are committed. No one is entitled to anything in 2020 no matter what the industry.



Erik Powell

National Director, Radio Promotion | Big Machine Records

What's your favorite quote?

Just Keep Swimming

What is the best decision you ever made or accomplished that got you where you are today?

The best decision I ever made was moving to Nashville. I had been in a small market working at a radio station when I fell in love with radio promotion.

At 37 I was presented with an opportunity to move to Nashville and dip my feet in the music business. Most told me I was too old to try and start a new career.

I'm glad I didn't listen.

What one piece of advice would you give to anyone aspiring to do what you do?

Get your foot in the door wherever you can. Intern, mailroom, etc. Any company related to music can help. Most times someone will know someone that can help you get to the job you want. Outside of that, listen and learn.



Tyler Waugh

Southeast Regional Director, Promotion | Big Loud

What's your favorite quote?

“You won't get fired for not getting the ADD, you'll get fired for not knowing why you didn't get the ADD.” - Butch Waugh

What is the best decision you ever made or accomplished that got you where you are today?

I started to ask questions and ask for help and stopped feeling like I needed to have all the answers to everything. I stopped thinking my bosses would think I was bad at my job if I asked for help. Turns out I got better once I looked for direction and assistance in my job from those that had more experience.

What one piece of advice would you give to anyone aspiring to do what you do?

Make strong relationships with people in the business by always being trustworthy, honest, and always following through with what you say you're going to do.



Allyson Gelnett

Director, Northeast Promotion | Curb\Word Entertainment

What's your favorite quote?

"Having a dream is what keeps you alive. Overcoming the challenges makes life worth living."

~Mary Tyler Moore

What is the best decision you ever made or accomplished that got you where you are today?

Leaving Pennsylvania and moving down to Nashville, TN to pursue my passion for the industry I am in today. I was willing very early on to move to where I needed to be to further my career.

What one piece of advice would you give to anyone aspiring to do what you do?

No is just a starting place. Swing for the fences, keep knocking on doors, and have faith that one will eventually open and lead you to your next adventure.