



"I'M THE ONLY FEMALE MARKETING MANAGER OF A MAJOR HOUSE LABEL IN SA."

*How did you end up in the music business?* "I was a dancer for a freestyle group that toured the country and made many contacts in the industry, so I decided to start my own events company. I then became the events manager of a nightclub in East London, hosting all of SA's biggest kwaito artists and house DJs. I began representing DJs after that, and the rest is history."

*Best part of the job?* "I love travelling, and meeting and working with a diverse range of people. Seeing my artists succeed is a very good feeling."

*Meet any celebs?*

"I've had the privilege of meeting Dr Victor & The Rasta Rebels, Lira, RJ Benjamin and Mandoza. The celebs I work with daily include DJ Euphonik, Giggs Superstar, Glen Lewis, DJ Fresh, Ricardo da Costa and Brett Jackson."

*What's your ultimate goal?*

"I'd love to be a TV and radio presenter, continue with my part-time modelling and also own my own record label. It's my three-year plan. I'm striving towards bettering myself, and I'd like to get married and have a baby in the future. Being the best I can be at everything I do is a lifetime goal."

*Fave music?*

"Deep, soulful house, while R'n'B and hip-hop will never get old."

*Any tips for budding musicians?*

"Promote yourself by doing as many

free gigs as possible to get your name and face out there. Record a good-quality demo CD and submit it to all the record labels that'd be interested in your genre of music. Don't give up if you don't hear back from them; keep recording and submitting new tracks. Perseverance pays off! Most importantly, once you're a star, never forget where you came from or those who helped you get there."

*On being a woman in the industry.*

"It's worked to my advantage in the house music industry. I got underestimated a lot, and had to work harder to prove myself. Today I'm the only female marketing manager of a major house label in the country and was the first to own a management company consisting solely of house DJs."

*Dream musicians to go to dinner with.*

"Beyoncé and Jay-Z. They're an amazing couple. And also my man, Giggs Superstar."

*And the downsides to the job?*

"You get very little sleep, no regular office hours and not enough family time." *The end*

## Career profile:

# SHEREE O'BRIEN

The music industry is known as a tough nut to crack – unless you're 25-year-old Sheree O'Brien, that is! The MD of Splakavellis Artist Management and marketing manager of SoulCandi Records shares her trip to the top.

