

Interview Transcription:

1. So what inspired you to start your career at Sony?

- Um, what really inspired me to start my career at Sony was the internship at New York, it was like a really big city that I was really wanting to be a part of. And after, like being able to talk to some Sony alum, we really spoke about the company's culture and opportunities and I felt like really encouraged to apply as I delve like more into the music industry. During my time there I became really captivated by its complexity. I wanted to align myself with the company not just because of the value like employees, but also allowed me like a long term growth and learning opportunities.

2. How did your education and involvement in Student Organization share your career path?

- My involvement within Texas media and analytics profoundly shaped my career path? The program prepared me for valuable skills and data analysts and storytelling, my crucial role of my crucial is my role sorry, interacting with professors on alum pitching marketing ideas, intending guest speaker sessions are all really valuable experiences that prepare me for real world.

3. Can you describe a project at Sony where understanding consumer needs was crucial?

- Yeah, understand that consumer needs is definitely at the forefront of our projects. at Sony. It's not about just like one specific project, but rather continuous effort that we remain consumer centric. at Sony we prioritize making decisions based on our consumer insight and ensure products and services resonate with their awesome audience

4. What does your role as Director of Global Brand partnerships involve on a daily basis?

- Yeah, within my role as Director of Global Brand partnerships at Sony, my daily task involves planning, developing, negotiating and implementing innovative brand partnerships of our label and artist. I act as a key revenue driver ensuring that our partnerships align with our strategic objectives while delivering value both to our parties.

5. How do you approach creating partnerships between artists and brands?

- creating partnerships between brands and artists involves initiating building and managing robust relationships. It requires driving experiential spot sponsorships, pitching, negotiating deals and maintaining through traveling offer partnership activities. Collaboration with various departments ensures comprehensive delivery of content and product related elements.

6. What advice would you give to college seniors about preparing for their careers?

- College seniors preparing for their careers, I advise them to stay in like innovating and involving themselves within the campus community. Building relationships, professors can be really valuable, they often are willing to offer a lot of advice and guidance supporting during that transition period to enter the professional world.

7. How has mentorship influenced your professional journey?

- Mentorship particularly involves individuals like Elliot cotton, which has greatly influenced my professional journey. Elliott's guidance and friendship has been really invaluable. He emphasized the importance of staying true to oneself while also growing professionally as I've learned, and held dearly to my career.
- 8. What lessons have you learned from navigating the music industry in corporate America?**
 - Navigating the music industry in corporate America has taught me that it's a continuous learning process. The industry is ever changing success often comes from adapting to new trends, and connecting with consumers on a deeper level. It's a dynamic field that requires resilience and a passion for innovation.
 - 9. What is the core purpose of Sony in the music industry?**
 - For Sony, it's all about leading the change innovations within text gain. We're not just about selling products, we're about becoming a part of the people's lives. I mean, I've done Sony as long as I can remember, especially with Sony Pictures intros at the beginning of movies growing up. But beyond that Sony has really been a staple in my life. The aim is to be a blend seamlessly into the consumer's experience engaging with folks at every step of their journey.
 - 10. How does Sony use research and segmentation to understand consumer needs?**
 - We're able to look at their behaviors and purchasing patterns, we get to learn what makes our audience excited, sad or what makes him tick by analyzing data and putting our consumers into little segments because he has a full picture and behaviors of their desires.
 - 11. Can you describe Sony's approach to integrating segmentation throughout its business decisions?**
 - So with our artists portal we really good to see real time tools and are game changers for artists. It's only music business and like huge chunk, which is about 70% are self employed. That's where we get to step in and making it easier for them. them to get their workout we got Silas, Video Creators influencers you name it cash flow is a big deal for them just like for anyone else. Sony is all about keeping their community happy making sure artists feel supported and value along their journey.
 - 12. What role does data play in Sony's marketing strategies?**
 - For are all about putting our money where it counts, especially in digital marketing data is our Best Buy to hear leads to to tailor our campaigns, so they're really hit home with their audiences. Social media is a big part of that too. And we're not just shy about learning on our influencers to help us spread the word.
 - 13. How does Sony personalize its marketing to cater to different types of music listeners?**
 - You know, I'm really excited that we're able to dive into AI and virtual reality. It's all about being ahead of our game and tackling challenges head on. We could have panicked whenever AI became a big thing. But instead, we're using it to become a killer, to create killer content that stands out taking risks, and being adaptable is just a part of the deal.
 - 14. In what ways does Sony tailor its branding and messaging to meet the preferences of its diverse consumer segments?**

- Um really diving into the emotional connection. We're all about our consumers. And we really wanted to understand the real feelings when we dig deep into those motions for crafting content. It's about building meaningful calling conversations and relationships that allow like all of our consumers to keep coming back.

15. Could you provide examples of partnerships ships or collaborations that Sony has formed based on segmentation insights?

- We teamed up with Roblox which is an awesome user generated content platform. It's a goldmine for music discovery, especially for the younger crowd artists get to engage with millions of fans through virtual concerts and launch parties. It's a win win for everyone involved.

16. How does Sony implement its FECI segmentation model on a global scale?

- We're all about joining the conversation within our consumers. You know, it's about understanding what they're coming from. But the we're breaking it down into fanatics enthusiasts casual and difference it helps us tailor our approach and connect with the audience on a deeper level.

17. What continuous improvements does Nonie make to a segmentation marketing style.

- It's all about the intuition and insights we're always taking into our audiences, and like which artists they really wanted to tackle and learning about what makes them tick. Connecting your consumer with their artists is like unlocking a whole new level of segment and engagement



Headshot of Brooklyn Becker, obtained from her LinkedIn profile on February 27, 2024.

Brooklyn Becker: Composing Brand Symphonies at Sony

By Ellison Abel

Brooklyn Becker’s role at Sony Music is a testament to her vibrant career composition, blending the worlds of music and branding into a harmonious partnership. As Director of Global Brand Partnerships at RCA Records, she orchestrates deals that resonate across the industry. She’s celebrated for executing over 150 deals in the past year alone, a crescendo marking her rise as a leader at Sony.

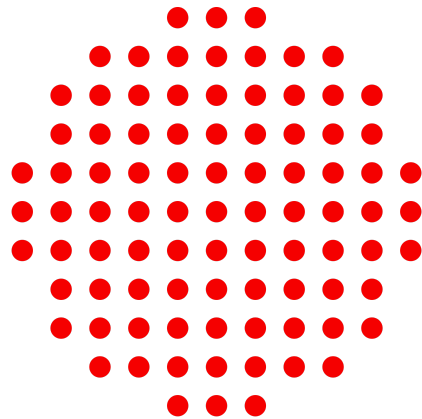
Starting as an intern and quickly becoming a director, Becker’s journey was inspired by the allure of an internship in New York City, a city she’s always dreamed of being a part of. At Sony, she found a culture that values growth and learning, which she describes as the perfect stage for her ambitions.

Her experience at the University of Texas was instrumental, where involvement in Texas Media & Analytics, and other student organizations, fine-tuned her expertise in data analysis and storytelling, crucial for her role.

Each day, Becker dives into the dynamic task of developing innovative brand partnerships. “[U]nderstanding consumers needs is definitely at the forefront of our projects at Sony. It’s not about just...one specific project, but rather a continuous effort to remain consumer-centric,” Becker explained. This approach ensures that Sony’s decisions resonate with their audience’s preferences and needs.

Becker’s daily routine involves “planning, developing, negotiating, and implementing innovative brand partnerships.” She acts as a key revenue driver, aligning strategic objectives with value and delivery for both the artist and brand. “Creating partnerships between brands and artists involves initiating, building, and managing robust relationships,” Becker noted, emphasizing the comprehensive nature of her role.

For those preparing to step into the professional world, Becker advises staying innovative and involved. “College seniors preparing for [your] careers, I advise [you] to stay...innovating and [to involve yourselves] within the campus community,” Becker suggested, highlighting the importance of building relationships and seeking mentorship.



SONY MUSIC

Sony Music logo: Courtesy of Wikipedia, retrieved on February 27, 2024.

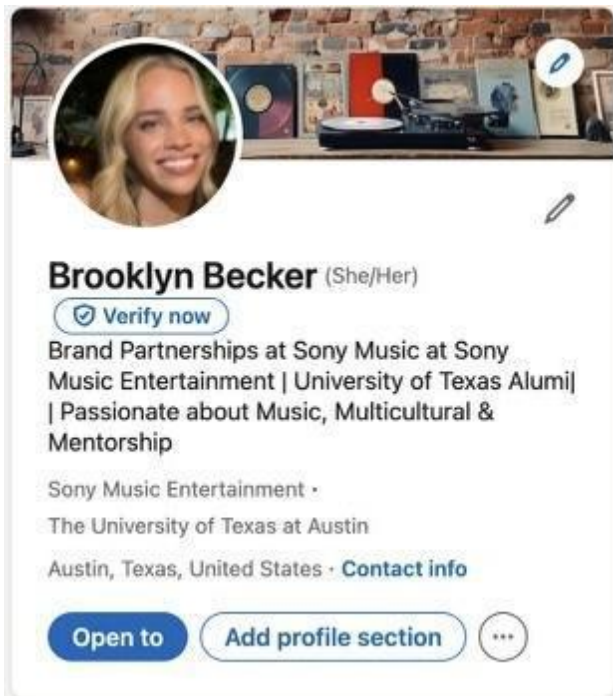
“Navigating the music industry in corporate America has taught me that it’s a continuous learning process,” she reflected, noting the dynamic field requires resilience and a passion for innovation.

Sony’s role in the music industry, according to Becker, is to lead in innovation. “We’re not just about selling products, we’re about becoming a part of people’s lives,” Becker said. This mission involves supporting artists with real-time tools that significantly impact their work.

Looking ahead, Becker is excited about the integration of AI and virtual reality, aiming to keep Sony at the forefront of innovation. “Taking risks and being adaptable is just part of the deal,” Becker said, expressing her anticipation for the future.

Brooklyn Becker’s symphony at Sony is far from over, but each partnership she composes adds a note to the legacy of a company consistently at the forefront of the music industry’s evolution.

More About Brooklyn Becker



About Brooklyn Becker

She is a 28-year-old director for Global Brand Partnerships at RCA Records. In her role, she leads a dynamic team in crafting innovative collaborations between RCA, their artists, and global brands. From ad campaigns to sponsorship, her role focuses on expanding revenue streams and fostering industry connections. Collaborating with Sony divisions and global brand teams, she's passionate about creating unique opportunities for RCA artists. Excited to continue driving creative collaborations and growth in the music industry.

Where She Studied:

- The University of Texas at Austin
- She was involved in Texas Media & Analytics, Texas Alpha Phi, a founding Member of Texas Entertainment Association. She earned her degree in Public Relations and a minor in business.



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Radio City Music Hall

Accomplishments:

Named by Variety “New York’s New Leader.” She’s set a personal record as VP of Branded Partnerships with 150 deals in the past year alone, including Doja Cat’s groundbreaking codable music video DojaCode, a label wide partnership with Essentia Water, and Kane Brown’s collaboration with Walmart and Roblox.

2022 Clio Winner – Including Grand Prize, she worked next to the VP of Branded Partnerships for the 2022 Clio Grand Prize winner for “Partnerships & Collaborations” for DojaCode, a partnership with RCA recording artist Doja Cat and non-profit Girls Who Code, where together they created the first codable music video.

Sony Entertainment

She started as an intern and elevated and provide recommendations for brand partnership proposals, digital marketing experiences and presented a report to supervisors on the importance of digital storytelling in the music streaming sphere.

She is currently the director of RCA’s Brand Partnerships team to research, pitch, negotiate and execute brand partnership opportunities for RCA Records and RCA