



Presenter:  
**Mike Mowery**  
President, Outerloop Management

**Work Experience:**

- Self Employed Road Manager for bands 2001 - 2006
- Bassist in touring music group 1998 - 2004

**Education:**

- B.S. Environmental Science, University of California, Santa Barbara

Presents  
**The Raymond V. Haysbert, Sr. Entrepreneurship Lecture**

**Artist Management:  
A Winding Path to a Career Managing Artists**

There is no barrier to entry to becoming an artist manager, no CPA nor Bar Exams nor medical boards. Mike Mowery will speak about the unintended path that led him to managing artists and growing his company, Outerloop Management, into one of the premiere artist management agencies in aggressive music. He will also speak about his entrepreneurial endeavors as an artist manager, tour producer, venue owner and marketing company founder. His candidness and openness in sharing his story with others lends itself to an understanding of what it takes to succeed in the music industry and beyond.

Outerloop manages 40+ artists and employs 6 managers/support staff, has a show promotion company and a marketing firm. Mike's involvement within the music industry started in 1995. Prior to starting Outerloop, he ran an independent record label, played in a band that toured in 40 countries, and tour managed bands and tours.

**October 3, 2012  
12:00 - 1:00pm - Commons 331**

For more information contact Vivian Armor ([armor@umbc.edu](mailto:armor@umbc.edu))

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