

The 52 Talks™

Founder & CEO David Willard Chats Digital Music and Entrepreneurship with Brooke Wentz, Founder & CEO of Seven Sea Music



David P. Willard
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2019 promises exciting new opportunities in the world of digital music platforms. I caught up with Brooke Wentz, the Founder & CEO of [Seven Seas Music](#), a California-based digital music discovery company. Seven Seas Music is changing the digital music realm, enabling the discovery of new music content from

international artists. Brooke is a seasoned music rights executive with 25 years' of experience in valuation and licensing. She is an acclaimed creative music supervisor for film, television, advertising and new media. Brooke won a Billboard Award for critically-acclaimed international music recordings and was the music producer for New York City's 24-hour millennium celebration. Brooke holds an M.B.A from Columbia Business School and B.A. from Barnard College.

David Willard: *What do you most enjoy about leading an innovative business like Seven Seas Music?*

Brooke Wentz: I enjoy the challenges and solving those challenges by creative solutions. That may sound a bit obtuse; however, in past

work environments, the job has been more about the skill and management around a certain delegated area of expertise, performance and politics. Running a business with a very clear vision and goal is difficult yet exciting, because the hurdles are many; yet getting over them puts good minds to the task, making sure we all are working for one common goal.

Willard: *How do you see digital music platforms evolving over the next five years?*

Wentz: We're seeing the doing-away of the MP3s; music is going to be solely consumed in streaming environments.

However, there have been predictions that this will begin a resurgence in vinyl purchase. I would love to see that, but it may be a bit further

down the line. Digital platforms are going to start diversifying into more curated platforms, such as ours, so that listeners can come to depend on select, quality genre-based streams.

Willard: *What three pieces of advice would you give to aspiring women entrepreneurs?*

Wentz: First, network with women groups and seek advice from stalwart experts. Second, accumulate as much knowledge and vocabulary as possible; men get away with much less, so knowledge—about your business, competitors, raising funds, vision—has to be solid. Finally, be a bull-dog; be ready to tackle the boys!

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Brooke Wentz
Seven Seas Music