

# INTERNATIONAL BUSINESS WORLD

**INSIDE:**

Preparing global  
business leaders  
... in the classroom  
... in the field  
... in action

**SPECIAL FOCUS: GLOBAL BUSINESS RESEARCH**

## Music promoter has impressive record of success.



*"While I was a student in the MIB program, I created a team of interns at the university and our marketing research work was published in Europe."*

—Amanda Alexandrakis (MIB '04, BBA '99), founder and vice president, South Beach Marketing & Promotions

She may not collect CDs or attend concerts every weekend, but Amanda Alexandrakis (MIB '04, BBA '99) loves the music industry, a love that's translating into business growth worldwide.

Having started a radio promotion company and record label at twenty, Alexandrakis has a history of developing promotions for record labels, management companies, and artists, which have helped musicians gain coveted radio airplay and get their music onto the charts.

"In the United States, South Beach Marketing & Promotions (SBMP) has charted every one of our clients, a complicated process that takes years to master," said Alexandrakis, who founded SBMP in 2003 and serves as its vice president.

Her own path to such mastery began in high school. Her best friends were the daughters of the legendary artist, Melanie, and Alexandrakis frequently accompanied them on tours. After Alexandrakis graduated from high school, Melanie's record label offered her a job, within two weeks the company made her promotions director, she got Melanie's record onto the adult contemporary (AC) chart, and her own career was launched.

Now, she's venturing into the international arena, another way to help her clients make a name for themselves through tours and promotions "in other countries where the activities cost less than in the United States."

### **Australia offers logical initial step, with Europe to follow.**

First expansion: Australia.

"Australia attracted us because it's a single country with a single language, and that language is conveniently

English," she said. "It has a radio trade magazine, an infrastructure that enables us to send recordings digitally, and laws that permit artists from other countries to have their music aired. Europe will be more expensive for us, especially with the strong euro, and more complicated as we deal with individual countries; however, we plan to expand there in early 2009."

She credits the Master of International Business (MIB) program, which she took "to acquire the knowledge to expand internationally," with having given her "the knowledge and confidence to move forward on that goal."

For example, she secured SBMP a position as the U.S. consultant for the European Music Office (EMO).

"While I was a student in the MIB program, I created a team of interns at the university and our marketing research work was published in Europe," said Alexandrakis, whose undergraduate major was marketing. "SBMP also set up and headed an advising committee for the EMO that consisted of the biggest names in the industry." ■