

91%

A horizontal bar chart with teal bars representing the percentage of respondents for seven different activities. The x-axis is labeled with percentages: 0%, 8%, 15%, and 23%. The y-axis lists the activities. The bars are ordered from highest to lowest percentage.

Activity	Percentage
Business	25%
Composition	23%
Education	18%
Live performance	13%
Music technology	10%
Entrepreneurial activities	8%
Continued studies	3%

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SURVEY RESULTS AND PERSONAL OUTREACH, FEBRUARY 2016
INTERNATIONAL CAREER CENTER - BERKLEE COLLEGE OF MUSIC

VALENCIA ALUMNI AFTER BERKLEE
Survey and personal outreach data - Spring 2016

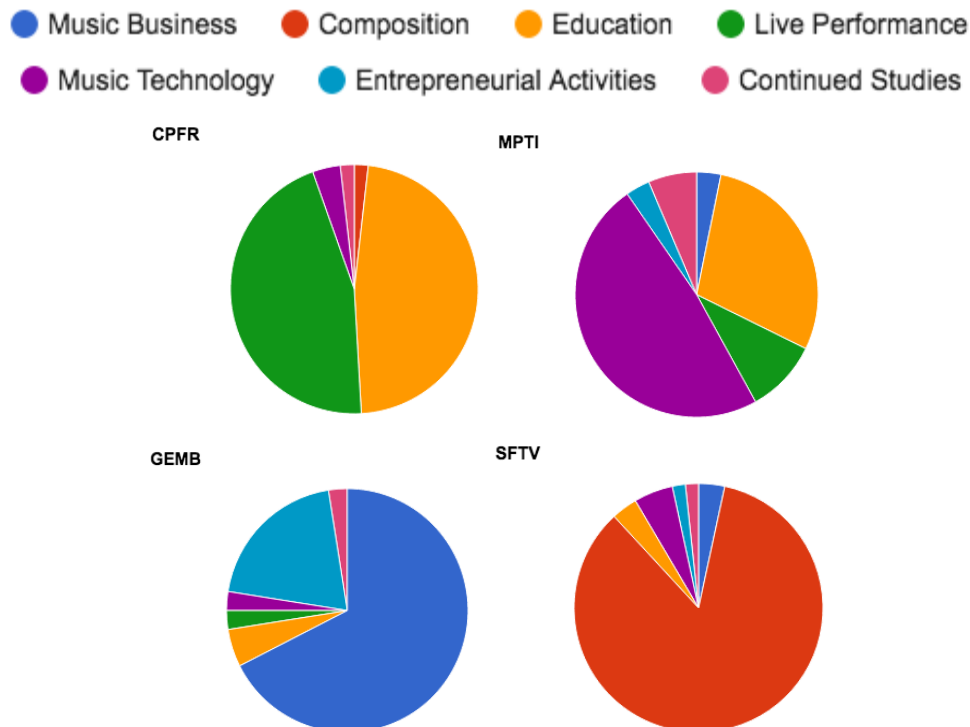
OUTCOMES

Active in the music industry

Based on data gathered from an alumni survey and from personal outreach we find that 91 % of the alumni, we have data on, are currently working in the music industry. 57% are employed and 37% are self-employed. The remaining alumni are either studying, working outside the entertainment industry or unemployed.

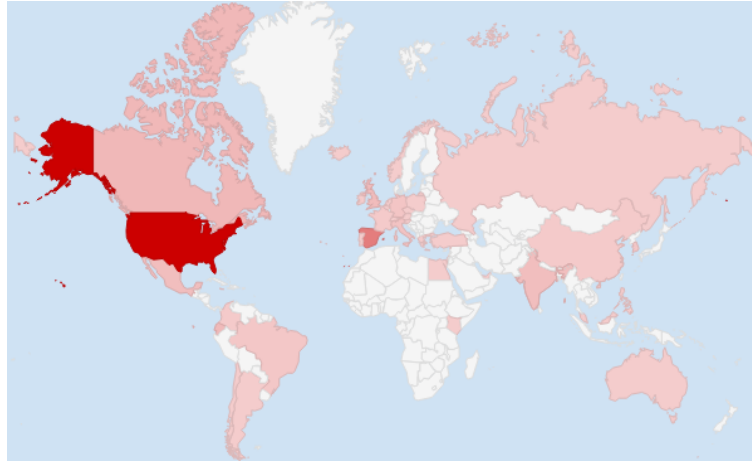
Areas of the industry by program

The most common areas of the industry, that the Valencia alumni work in, are music business, followed by composition and education. If we look at the split per program, the main areas for the business alumni (GEMB) are, as expected, music business and entrepreneurial activities. The performance alumni (CPFR) work almost equally in education and live performance, while a whole 85% of the scoring alumni (SFTV) are focused on composition work. The technology alumni (MPTI) are mainly working in music technology followed by education.



Alumni around the globe

We see that alumni are currently working in 40+ countries, which mirrors the diversity from the campus. The most popular countries are the USA, Spain, and Canada. One thing that stands out is the number of alumni who chooses to stay in Spain after their studies. 30% of the ones staying are still collaborating with Berklee, and others stay because of the connections they made through their studies and because of the launch of their own entrepreneurial activities in Spain. The vast majority of them are European.

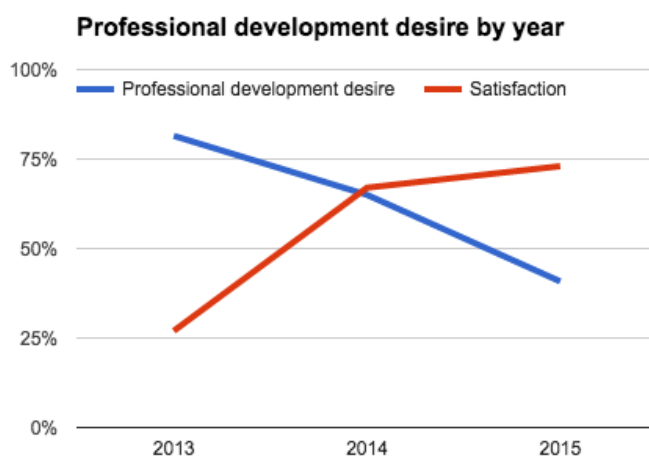


Company profiles

Some of the highlighted companies that have recruited the alumni are Spotify, Live Nation, Warner Bros Pictures, Yamaha, Sony Music, InMusic, JoAnn Kane Music, Line 6, Ocesa, RED Distribution, Sonos, and UCLA (see appendix 1 for a complete list).

Alumni needs in Europe

We asked in the survey what the alumni would like Berklee to focus on in Europe and the answer was clear: 59% of them wanted professional development, followed by 29% who wanted



discounts for European festivals and conferences. Alumni events in Europe and on campus were the top priority for 9% and 7% respectively. The alumni who highlighted professional development as appealing are mostly from the first graduation year. In fact, when comparing with their satisfaction level of career services we see that the higher satisfaction level of the career services during their studies, the less need expressed for professional development.

FINAL COMMENTS

The numbers in this report are based on data of a total of 70% of the Valencia alumni body equally spread out over the three graduation years, which gives a clear picture of the Valencia alumni body as of spring 2016. The data has been gathered through an alumni survey with a 36% response rate plus personal outreach to the alumni body. Please do not hesitate to ask the International Career Center (ICC) for further details if needed.

Regarding alumni priorities, the alumni have spoken and we will in the future aim for more discounts in European festivals, conferences etc. and we plan to do a deeper outreach to selected alumni to understand in depth how we can support their professional development needs.

APPENDIX 1

Company	Job title	Country
Ahmedabad University	World Percussion Teacher	India
Alessia Cohle Music	Artist Support Specialist	Canada
AM Agency	Co-Founder	France
Anime Studio	Animation Composer	United States
Australian Brandenburg Orchestra	Music Librarian	Australia
B-Sharp Laboratories S.r.l.	Composer	Italy
Badass	Tour and Production Manager	United Kingdom
Baeksuk university	Faculty	South Korea
Berklee	Graduate Fellow	United States
Berklee College of Music	Fellow	Spain
Berklee College of Music	Academic and Information Technology Manager	Spain
Berklee College of Music	Post Master's Fellow	United States
Berklee College of Music	Senior Coordinator of Professional Development	Spain
Berklee College of Music	Study Abroad Assistant	United States
Berklee College of Music	Instructor - music technology	United States
Berklee College of Music	Professor	Spain
Berklee College of Music	Fellow	Spain
Berklee College of Music	Fellow	Spain
Berklee Online	Teacher Assistant	Spain
Berklee, College of Music	Fellow	Spain
Berklee, College of Music	Faculty	Spain
Bowen Law Professional Group	Administrative Manager	United States
Chaffey College	Adjunct instructor	United States
Chiu Productions	Founder	United States
Chocolate Management	Agent	Spain
Cinnamon Denise Music	Musician, Songwriter, Engineer	Worldwide
Collywood Film Investment	Music Director	China
Cord	Music Planner	Spain
Costa Communications	Assistant	United States
Create AC	Teacher and professional musician	Mexico
CSU, Chico	Assistant Professor	United States
CuchiJazz	Performer	Argentina
Duke City Venture	CEO	United States
Ekko.fm	CEO and Founder	United Kingdom
Escuela de Música Creativa	Teacher	Spain
Escuela TAI	Profesor Ediciones en Sibelius y Tecnologías Musicales	Spain
Fathom Events	Finance and Business Development	India
Federmusik	Composer	Canada
Festifind	Business Developer	United States
Fibby Music Group	Artist, Performer, Music Educator	United States
Flits Music GmbH	Founder & CEO	Germany
French Keys Jazzclub	Performer	Greece
G Arts Foundation	Founding Director	United States
Genelink, S.L.	COO	Spain
George Kallis	Composer assistant	United States
H&M	Merchandiser	Switzerland

H40	Musician	Egypt
Hit Records Worldwide	Northeastern Regional A&R	United States
ID&T Holland	Marketing & Promotion for Mysteryland	Netherlands
InMusic Brands	Consultant	United States
Instant Records	Artist Manager, GM of Instant Records	United States
The Orchard	Manager of Artist Services	United States
Izi Studios	Producer	Ecuador
Jackmode GmbH & Co. KG	Management Assistant	Germany
Jeff Fargo	Assistant	United States
Jeff Russo	Assistant	United States
JoAnn Kane Music Service	Composer & Engineer	United States
JoAnn Kane Music Services	Copyist / Orchestrator / MIDI Programmer	United States
Jon's Music Studio	Founder	China
JYP Entertainment	A&R Representative	Korea
Kent State University	Music Production Professor	United States
Kick Music	Audio Mixer	United States
Kojack Music	Assistant	United States
Kraftbox Entertainment	Production coordinator	United States
La Tina Sonido	Film Sound Designer	Colombia
Left/ Right Productions LLC.	Rights & Clearances Coordinator	United States
Line 6	Product Management	United States
Live Nation	Operations Analyst	Spain
LOVE the LIFE you LIVE	CEO, Founder, Songwriter	United States
Lululemon	Educator	United States
Mack Brooks Exhibitions	Market Research Analyst	United Kingdom
Macmillan Audio	Assistant Producer	United States
MaMa	Head of Communication & Media	France
Media Insight Consulting	Insight Executive	United Kingdom
Mi Dinero Mi Futuro	Web Developer	United States
MSR Studios	General Assistant	United States
Music Academy Italy	Music Business & DIY Management Lectures	Italy
Music Box Monster	Composer assistant	United States
Music Copyright Society of Kenya	Executive Assistant	Kenya
Music Cures	Co-Founder	United States
Music Dish	NA	Malaysia
Music Manufactory	Founder	United Kingdom
Musica que Cura Foundation	Co-Founder	Mexico
MyYearLook	Marketing Manager	United States
National Conservatory of Music	Professor and freelancer	Mexico
NEM studios	Owner/Composer	United States
NeoScores	Digital store manager & content marketer	Belgium
Norwegian Cruise Line	Musical Director	Norway
NYU Abu Dhabi	Global Academic Fellow	United Arab Emirates
OCESA	Executive Producer	Mexico
Officina Sonora del Bigallo	Composer, pianist	Italy
One Digital Entertainment	Music Programming & Talent Senior Management	India
Oovra Music	Music Licensing Director	USA
OverHear	Founder & Executive Director	Singapore
Palau de les Arts	Performer- Double Bass	Spain
PlanetHelio Studios	Composer and Engineer	United States

Play It ON	CEO	United States
Popakademie Baden-Württemberg	Principal percussion teacher	Germany
Porter House Media	Intern	United States
Positive Grid	Marketing Manager	United States
ProjectNextUp	Co-Founder & Director of Business Development	Worldwide
RE/MAX	Manager	Spain
Red Bull Records	Synch Licensing Coordinator	United States
RED Distribution, a division of Sony Music Entertainment	Sales & Finance Coordinator	United States
Sedajazz	Music instructor, Saxophone player, Course developer	Spain
Seoul Jazz Academy	Manager of Global Initiatives and School Development	South Korea
Sharif Music LLC	Artist	United States
Shutterstock Music	Manager, Artist Relations & Marketing	Canada
Signal Kitchen	Content & Licensing Manager	United States
SKA hockey club, Zetta Sports, Raudson fashion house	Arranger, orchestrator, composer, violinist	Worldwide
Solares Producoes	Performing Artist	Brazil
Songwriters accross Texas	Sound Engineer	United States
Sonos	NA	United States
Sony Music	Digital Service & Promotions Executive	India
SoStereo Music Group	Music Analyst	United States
Sound Happens Studios	Composer	United States
Sound Leadership LLC	Project Manager	India
Spanish Centre for Language and Culture	Cultural coordinator	Canada
Sparks and Shadows	Production Intern	United States
Spitfire Audio	Composer	United Kingdom
Spotify	Quality Assurance Coordinator	United States
SquadUP Inc.	Customer/Client Success Manager	United States
StarLift	Startup Scout	Czech Republic
Strathmore	Resident Artist	United States
Sub Pub music	Composer	United States
Sundance Productions, Inc.	Music Supervisor and Musical Director	United States
Superfly	Communications Coordinator	United States
Sweet Lion Music / The Promise Music Festival	President	United States
Symbiosis Strings Production	director/musician	Hong Kong
TEDGroup	Head Tech	United Kingdom
The School of Music, The Edna Manley College of the Visual and Performing Arts	Assistant Director	Jamaica
The Security Brief	Digital Content Producer	United States
Tiger Press Consulting	Marketing Specialist	United States
Tonic Blue Productions	Composer	United States
Trafalgar 13	Composer/Music producer	Spain
TuneCore	Artist Support Specialist	United States
UCLA	PhD student, singer	United States
UDLA	Teacher	Ecuador
UDLA	Professor	Ecuador
Universidad de las Artes	Full Time Professor	Ecuador

Universidad San Francisco de Quito	Full time professor	Ecuador
Universidad San Francisco de Quito	Professor	Ecuador
Universidad San Francisco de Quito	Professor of jazz vocal performance	Ecuador
University of Veracruz	Director of voice	Mexico
University of Windsor	Sessional Instructor	Canada
Unlisted	PhD student	United States
Viacom	HR Coordinator	United States
Warner Bros. Pictures	Music Administrator	United States
WaxaDigitalBranding	Director Audio Creativo	Ecuador
WaxaDigitalBranding	Event Manager	Ecuador
White Screen	Composer	United States
Wild Feather Productions	Promotions and Production Coordinator	United States
Wilhelmina Model and Talent Management	NA	United States
Yamaha Music School	Educator	Spain
Yamaha Music School	Founder and artistic director	Spain