

Reid Wick has served the New Orleans music community in various capacities for many years. He currently works as Sr. Membership and Project Manager for the Recording Academy® (GRAMMY® organization), creating professional development programs, networking opportunities and engaging in meaningful advocacy efforts at the federal, state and city level, as well as recruiting and retaining qualified members for the Academy. For the first two years post-Hurricane Katrina, Wick served MusiCares (one of the Academy's subsidiary foundations) as administrator of the MusiCares Hurricane Relief Fund and the Music Rising instrument replacement program. Through these efforts, over 3,750 musicians from across the Gulf Coast received nearly \$4 million in assistance to rebuild their lives and careers.

Prior to joining the Recording Academy, Wick worked for the College of Music at Loyola University New Orleans, where he served as marketing communications manager, concert series producer, feature writer, special events producer, and instructor for the Music Industry Studies Program.

Wick has served on several community/industry boards and committees, including Sweet Home New Orleans, WWOZ Community Advisory Board, Louisiana Entertainment Industry Development Advisory Commission, Recording Academy Memphis Chapter, Louisiana Vocal Arts Chorale, [New Orleans] Mayor's Overall Economic Development Subcommittee for Music, Loyola University New Orleans Staff Senate, Louisiana Philharmonic Orchestra (Marketing Committee), New Orleans Music Industry Foundation, New Orleans International Music Colloquium and LMNOP Music Industry Conference. He currently serves on the Board of Directors of Folk Alliance International.

As an invited speaker and panel programmer, Wick has had the opportunity to work with many music industry conferences across the country. Recent conference participation includes: Americana Music Association's Thriving Roots, Amplify Music (presented by UCLA and University of Colorado), NOLA Music Tech Conference, Louisiana Entertainment Summit, Folk Alliance International Conference, Sync Up Music Conference, etc.

Wick remains active in the area of music-related economic development, where he has served on The State of Louisiana's Entertainment Industry Development Advisory Commission and the New Orleans Business Alliance's Creative Digital Media Industry Council. Starting in 2017, Wick has led the Recording Academy's advocacy efforts in Louisiana to enhance the state's existing sound recording incentives to include new payroll tax incentives for quality music companies to grow the state's music industry, as well as hosting Louisiana Music Industry Day at the state capitol to recognize the importance of developing our industry as an economic driver in the state. He currently serves on the Steering Committee of Greater New Orleans, Inc.'s New Orleans Music Economy (NOME) initiative.

Additionally, Wick was recognized by the Cutting Edge Music Conference with their 2018 Lifetime Achievement Award. He was co-owner of STR Digital Records, which has produced over 25 critically-acclaimed releases. As a local musician, he has performed with numerous musical groups over the years, including the award-winning jazz fusion ensemble, Entourage. He continues to perform regularly as guitarist with New Orleans favorite local party band, the Bucktown All-Stars.