

YOUTH LEAD NOW!



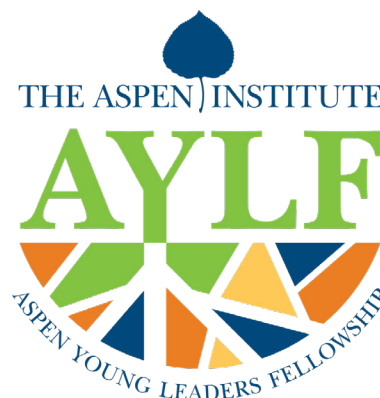
THE ASPEN INSTITUTE

Pushing Beyond Resilience

A Conversation on Perseverance with Music
Industry Pioneer & Entrepreneur Troy Carter



THE ASPEN INSTITUTE



A Special Thanks to our Partners:



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About YOUTH LEAD NOW!

THE ASPEN INSTITUTE

Youth Lead Now! is a new initiative of The Aspen Institute that brings expert, national speakers into the living rooms of youth and families locally. These virtual monthly events provide an opportunity to build protective factors necessary for resilience while also motivating youth to stay engaged with community action. The ability to leverage the Institute's network – in service of our young leaders and local communities – could be one of the strongest symbolic messages of hope that we can provide when it is needed the most.

Youth Lead Now! is structured as a monthly, virtual townhall. Each session will feature a notable, national leader around a specific leadership theme with the underlying goal of building resilience, leadership efficacy, and agency.

Every session of Youth Lead Now! will address these fundamental questions:

1. Why are youth essential for community-driven leadership?
2. What is needed from youth leaders in the current crisis?
3. How can youth and families foster hope in the face of adversity as they lead their communities?



April 16, 2020 Youth Lead Now! featuring former U.S. Secretary of Education Arne Duncan and moderators Kriste Dragon and Jasmine Adams.

Live Q&A

During the live Q&A portion of the Youth Lead Now! session, two Fellows from the Aspen Young Leaders Fellowship will moderate questions from the audience to respond to live.

To submit a question, use the Q&A feature on Zoom and include your **name** and **location** (town/city) followed by your question. Ideal questions for this format are succinct and clearly worded. Feel free to ask about the featured speaker's personal experiences, the work of the organization(s) with which they are involved, or their insights on issues facing our society today. This is a forum for youth engagement so we look forward to you making your voices heard!

About Troy Carter



Troy Carter is the founder and CEO of Q&A, a new music & technology company focused on building an integrated solution for artists via distribution, management, label services, and data analytics with a highly collaborative artist-driven approach.

Formerly, Troy was the founder and CEO of Atom Factory and co-founder and Managing Partner of Cross Culture Ventures. He most recently served at Spotify as its Global Head of Creator Services, overseeing the company's relationships with artists, producers, songwriters and record companies. In 2017, Troy was also named Entertainment Advisor to the Estate of Prince Rogers Nelson.

Troy rose to prominence in the music industry, nurturing the career of hip-hop sensation Eve before transforming Lady Gaga into a global pop phenomenon through the nascent innovation of social media. Since then he's managed the careers of John Legend, Lindsey Stirling, Meghan Trainor and Charlie Puth. His foray into the tech world resulted in the formation of Atom Factory's angel fund and VC fund Cross Culture Ventures. Early-stage investments include Uber, Lyft, Dropbox, Spotify, Warby Parker, theSkimm, MOAT, Gimlet Media, Thrive Market, and ATTN.

Interactive Biography

[How I Built This With Guy Raz: Troy Carter | NPR | 2018](#)

As a kid, Troy Carter dreamed of being a rapper, but soon discovered he was a better manager than a musician. He took Lady Gaga from obscurity to stardom – helping shape both her music and her brand. Then he turned his gift for spotting talent to spotting investment opportunities.

[The Small Steps Gaga's Go-To Troy Carter Takes To Go Global | Fast Company | 2012](#)

Troy Carter, the founder of trailblazing talent and investment firm Atom Factory shares how he's turned an industry in flux into his playground.

[Music Manager Who Became a Silicon Valley Force | TIME | 2016](#)

Troy Carter's path from music manager to influential Venture Capitalist.

[Troy Carter: Disruption, Hustle And The Secrets To Smart Investing | Forbes | 2016](#)

Following the announcement of his move to Spotify as the streaming war intensified, Carter spoke to Forbes about disruption, hustle, his approach to investing and the keys to building impactful businesses in the modern world.

[Troy Carter's Q&A Pacts With Warner Music | Variety | 2019](#)

Troy Carter, formerly Spotify's global head of creator services and Lady Gaga's manager, has teamed up with his longtime friend and business partner J. Erving to form a "new, modern music and technology company" called Q&A.





[How Lady Gaga's manager reinvented the celebrity game with social media | WIRED | 2012](#)

An early profile on the visionary Troy Carter and how he saw the future of celebrities and social media.

[Music mogul Troy Carter on what it's like to manage Prince's estate | Business Insider | 2018](#)

At IGNITION 2018, Troy Carter talked about how he decides which companies to invest in, what the music industry is like for new artists now, what it's like to manage Prince's estate.

[Rap Radar: Troy Carter | TIDAL | 2019](#)

Troy Carter can't leave the game alone. After taking a hiatus from music, the Philly native spearheaded Prince's posthumous album, *Origins*. Outside of music, Carter's expanding his portfolio in the venture capital world.

[Midem 2019 Keynote - Troy Carter | Midem | 2019](#)

Troy Carter will be delivering a keynote on The Future of Music through the lens of artist development in the age of streaming.

[How to Pick Projects and People That Succeed | Troy Carter | 2017](#)

A high-school dropout who hit it big maintaining footholds in multiple industries while investing shrewdly in a portfolio of companies including Uber, Spotify and Dropbox, Carter is a case study in future-forward entrepreneurship.

