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To: Live Nation Scholarship Committee

I hereby support the application of Mister Rehan Manickam for his application to the Scholarship at Live Nation. I know that this scholarship support concert and venue promotion; sponsorship and advertising; ticketing; e-commerce, and **artist management**. I think Rehan would be a great candidate for the last area.

As a permanent faculty at Berklee College of Music, I have known Rehan during his study abroad period at the Valencia campus of Berklee in Spain. I have taught him a module related to **music, technology and innovation**. More specifically we looked at data analytics in the music industry, innovative business models and platforms that are going to shape the future of the music industry.

At Berklee Valencia, Rehan has collaborated with several music producers and musicians. We met together several times to talk about how musicians should get their music on DSPs and how they should collect their revenue streams. I feel that he is both very careful and knowledgeable about how musicians should **record** and **distribute** their music. Given his experience as music engineer I think he should grow himself by combining his **legal skills** with his sound **recording skills**. He would be a great artist manager.

From what I have seen, he is an **analytical** person, a **fast learner** and he is **perseverant**. I believe that he can bring a lot to a team of professionals and his knowledge of music creates a nice combo for a company like Live Nation. He just needs to get the opportunity to demonstrate that.

Feel free to contact me directly (aperrin1@berklee.edu) if you need additional information about Rehan.

Best regards,

A handwritten signature in blue ink, consisting of several overlapping loops and a final horizontal stroke.

Dr. Alexandre Perrin