

LAURA SEGURA

PURPOSE-DRIVEN EXECUTIVE LEADERSHIP • PHILANTHROPY • COMMUNITY

CONTACT

LinkedIn: Laura Segura

PROFILE

Purpose-driven nonprofit executive with more than 20 years of experience leading philanthropy, grantmaking, community engagement, workforce development, fundraising, governance, strategic communications, and organizational change.

Proven success managing substantial budgets and teams, generating revenue, guiding national boards, producing major events, advancing public policy, and scaling programs that transform lives.

EDUCATION

University of Notre Dame
B.A., Film, Television, Theatre & Communications
Minor: Journalism, Ethics & Democracy

Harvard University
Year-long Executive Program, Exponential Fundraising

CORE EXPERTISE

Executive & nonprofit leadership
Philanthropy & grantmaking
Fundraising
Workforce development
Community engagement
Board governance
Strategic change
Crisis response
Advocacy & coalitions
Major events

PROFESSIONAL EXPERIENCE

ENTERTAINMENT INDUSTRY FOUNDATION | SENIOR VICE PRESIDENT | 2026-PRESENT

- Develop music philanthropy and workforce-development programs within the historic 80+ year-old charitable foundation serving the entertainment community.
- Primary focus is leading She Is The Music, an EIF fund founded by Alicia Keys, Jody Gerson, Ann Mincieli, and Sam Kirby Yoh to increase the number of women working, leading, and thriving across music.
- Guide organizational strategy, partnerships, fundraising, workforce development, community grants, research, engagement, and sustainable growth.

MUSICARES | EXECUTIVE DIRECTOR | 2020-2025

- Chief executive of the renowned 501(c)(3) grantmaking and human-services charity founded by the Recording Academy to support the health and welfare of music professionals.
- Led 38 employees, a \$20M budget, \$25M endowment, a five-person leadership team, and a board of 20 leading music executives.
- Guided the organization's two largest relief efforts, including more than \$37.5M distributed to over 47,000 people and a second effort raising more than \$26M.
- Completed the strategic plan early; increased the operating budget by \$8M, doubled staff and services, and grew the endowment by \$6M.
- Oversaw approximately \$10M annually in grants and direct assistance for individuals and community organizations, alongside 300+ physical and mental health, addiction recovery, disaster relief, and preventive-care initiatives.
- Founded The Day That Music Cares, mobilizing more than 4,000 volunteers in its first two campaigns, and launched Humans of Hip Hop.
- Led Person of the Year, the music industry's largest charitable GRAMMY Week gala, with approximately 2,700 attendees and more than \$10M raised annually.
- Served as primary spokesperson in press, public speaking, and industry panels; named to Top Executive lists in 2021, 2022, 2023, and 2025.

RECORDING ACADEMY / GRAMMYS | VICE PRESIDENT, MEMBERSHIP & INDUSTRY RELATIONS | 2013-2020

- Directed programs and services for 25,000 members nationwide; managed eight direct reports, a 64-person department, 15 field teams, and a \$9M budget.
- Oversaw Membership Services, Governance, GRAMMY University, Chapters, and more than 250 annual programs and initiatives.
- Co-led membership advocacy supporting unanimous House and Senate passage of the Music Modernization Act in 2018, mobilizing 2,000+ members through District Advocate Day.
- Led two operational restructures, a DEI outreach overhaul, new membership qualifications, and new member websites and proprietary systems.

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LEADERSHIP

Laura's career is rooted in the belief that organizations create lasting impact when people have the relationships, tools, resources, and opportunity to move forward together.

RECOGNITION

Billboard Top Executive lists
Pollstar Impact Award
Pollstar Women of Live Award

CONNECT

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EARLIER EXPERIENCE

XPRIZE | SENIOR DIRECTOR, ALLIANCES | 2011-2013

- Led major-gift membership strategy with \$16M annual revenue goals and more than \$45M in closed deals over tenure.
- Managed four direct reports and a \$2.5M operating budget; led fundraisers, salons, excursions, and the annual 500-seat gala.
- Stewarded the Board of Trustees and member community; directed communications and community engagement and modernized Salesforce reporting.

FILM INDEPENDENT | DIRECTOR, ANNUAL GIVING & COMMUNITY DEVELOPMENT | 2004-2011*

- Led engagement programs for donors, members, and the entertainment community, generating more than \$4M annually.
- Managed five direct reports; led industry relations for the LA Film Festival and donor experience for the nationally televised Spirit Awards.
- Implemented Blackbaud Raiser's Edge and member portals; supported more than \$2M in event sponsorship goals and managed advertising sales.
- *Two independent tenures combined in summary.

DELL | MARKETING PROGRAMS MANAGER | 2008-2009

- Created online and event lead-generation campaigns; managed \$10M in media buys and corporate event build-outs.
- Negotiated vendor partnerships, led Salesforce database marketing, and supervised staff and interns.

KELLER WILLIAMS WORLDWIDE | NATIONAL MARKETING COORDINATOR | 2001-2004

- Coordinated national sales marketing and annual-conference needs for 65,000 agents, including sponsorship, advertising, exhibit sales, and communications.

BOARD & COMMUNITY LEADERSHIP

- Visit Bend — Board Member
- Entertainment Community Fund & Housing — National Board Member
- Founder, The Day That Music Cares — LA Food Bank, Conejo Valley Food Bank, and beach cleanups
- She Is The Music — Former Board Member