

LAURA SEGURA

CHIEF EXECUTIVE | PHILANTHROPY | CREATIVE ECONOMY

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EXECUTIVE PROFILE

Chief executive and cultural-sector leader with more than 20 years building institutions, partnerships, and workforce pathways that expand access to sustainable creative careers. Led a national public charity with a 38-person team, \$20 million operating budget, \$25 million endowment, 20-member governing board, and approximately \$10 million annually in grants, direct assistance, and services. Known for translating vision into measurable growth, strengthening governance, and convening creators, employers, funders, educators, and community partners.

\$20M

OPERATING BUDGET

\$25M

ENDOWMENT

\$10M

ANNUAL GRANTS + SERVICES

180%

REVENUE GROWTH

EXECUTIVE EXPERIENCE

ENTERTAINMENT INDUSTRY FOUNDATION / SHE IS THE MUSIC

Senior Vice President, Entertainment Industry Foundation & Executive Director, She Is The Music

2026 - Present

Lead a global workforce and career-development organization from Los Angeles, partnering with founders Alicia Keys, Jody Gerson, Ann Mincieli, and Sam Kirby Yoh.

- Set strategy and operating priorities across mentorship, education, research, community, partnerships, and career access.
- Build revenue and field partnerships that connect women to professional networks, leadership opportunities, and pathways across the music industry.
- Represent the organization with employers, funders, educators, media, and creative-industry leaders in Los Angeles and globally.

MUSICARES

Executive Director

2020 - 2025

Led the Recording Academy's national health and human services charity from Los Angeles through transformational growth, overseeing 38 employees, a five-person leadership team, \$20 million operating budget, \$25 million endowment, and 20-member governing board.

- Created and executed the organization's first strategic plan; expanded programs by more than 200%, increased revenue by 180%, doubled staff and services, added \$8 million to the operating budget, and grew the endowment by \$6 million.
- Directed approximately \$10 million annually in grants, direct assistance, and more than 300 annual physical and mental health, addiction-recovery, disaster-relief, career, and preventive-care programs and services.
- Led the two largest relief efforts in organizational history: more than \$37.5 million distributed to over 47,000 people, and the Los Angeles Fire Relief Effort, which raised and distributed more than \$26 million to affected individuals and Los Angeles nonprofit organizations.
- Founded The Day That Music Cares, mobilizing more than 4,000 volunteers, and led Person of the Year, the music industry's largest charitable GRAMMY Week gala, raising more than \$10 million annually and convening approximately 2,700 artists, executives, donors, and industry leaders.
- Partnered with the board on strategy, budgets, endowment stewardship, risk, organizational design, and major institutional decisions; served as principal spokesperson and public advocate.

RECORDING ACADEMY / GRAMMYS**Vice President, Membership & Industry Relations**

2013 - 2020

Led national membership, governance, advocacy, field operations, and career development serving 25,000 music professionals; directed a 64-person team, \$9 million budget, 15 chapter and field teams, and engagement with 370 elected Trustees and Governors.

- Built national career infrastructure through more than 250 annual education, mentorship, leadership, and professional-development programs.
- Led two organizational restructures, a DEI outreach overhaul, new membership qualifications, and enterprise member-account, website, and database systems.
- Strengthened governance through decision framing, policy support, communications, and a disciplined operating cadence for elected leaders.
- Co-led advocacy that mobilized more than 2,000 members and helped secure unanimous congressional passage of the Music Modernization Act.

XPRIZE**Senior Director, Alliances**

2011 - 2013

Led major-gift alliances and donor-community engagement for a global innovation and prize philanthropy; managed four staff and a \$2.5 million operating budget.

- Closed more than \$45 million in commitments against annual revenue goals of \$16 million.
- Stewarded trustees, major funders, and a global network of connectors; modernized Salesforce and prospect reporting.

FILM INDEPENDENT**Director, Annual Giving & Community Development**

2004 - 2011

Led annual giving, community development, and industry relationships for Los Angeles' independent film organization; managed five staff and a \$350,000 operating budget.

- Generated more than \$4 million annually while expanding professional networks and career-building access for emerging filmmakers and creative entrepreneurs.
- Built donor, member, festival, and industry partnerships and modernized development infrastructure through Raiser's Edge and NetCommunity.

EARLIER EXPERIENCE Dell - Marketing Programs Manager (2008 - 2009) | Keller Williams Worldwide - National Marketing Coordinator (2001 - 2004)

BOARD SERVICE

ENTERTAINMENT COMMUNITY FUND
HOUSING DEVELOPMENT CORPORATION
 Director

EDUCATION

UNIVERSITY OF NOTRE DAME
 B.A., Film, Television & Theatre; Gallivan
 Program in Journalism, Ethics &
 Democracy

HARVARD UNIVERSITY
 Executive Education - Exponential
 Fundraising

SELECTED RECOGNITION

BILLBOARD
 Women in Music Top Executive, 2020,
 2022, 2023

POLLSTAR
 Impact 50, 2021; Women of Live, 2025

LA BUSINESS JOURNAL
 Women in Leadership Awards, 2026