



BIOGRAPHY OF HEATHER WAGNER REED

Heather Wagner Reed is the Founder + CEO of Juice Consulting, a boutique PR and marketing firm that specializes in sectors including music and entertainment, tech and innovation, international government, the nonprofit world, the visual arts and much more.

Founded in 2007, Juice's clients over the years range from the likes of famed disco legend Gloria Gaynor, American music magazine SPIN and neo-soul songstress Erykah Badu, to some of the most innovative tech accelerators in the region including Techstars and MassChallenge. Reflective of the booming industries emerging from the agency's homebase in Austin, Texas Juice's motto is "adding vitality to your campaign." The agency is proud to offer a leave-no-stone-untuned approach in building their client's prominence in the market and use a variety of strategic approaches and unrivaled passion to do so. In other words, they bring the juice!

Before starting Juice in 2007, Heather served as Senior Product Manager for 32 GRAMMY®-winning artist Beyoncé, handling her day-to-day management and global marketing coordination for five years as part of Music World Entertainment/Sanctuary Records. At Music World, Heather also worked with artists such as Destiny's Child, Solange, Mario, Play and many other renowned acts on the label. Having been there for the start of Beyoncé's solo career, and working with the best of the best around the world during that time, Heather's unique industry experience is a guiding force in her current work with the agency's clients and team.

With nearly three decades in the sector, Heather's love for the entertainment industry started with a long stint in college radio at WUOG-FM Athens at the University of Georgia back in 1991. There, she had her very first hands on "artist promotion" at the age of 18 with the Beastie Boys, a moment of career inspiration she will never forget. After graduating college with a bachelor's degree in Journalism and a major in PR, she went on to spend five and a half years working in Europe for companies such as Universal Music Holland (Mercury Records), music tech startup Soundartist, and Disneyland Paris. In 1999, she was named an "Honorary Alumna" of the MBA program at Nyenrode University (the Netherlands Business School) where she handled PR and alumni relations. During her time abroad, she picked up some Dutch and French, and became well-versed in working with a variety of cultures. With a deep interest in global business, Juice Consulting now handles a variety of activations and campaigns for many international government and private sector clients based in countries ranging from the UK, France and Canada to Japan, India and South Asia.

As a fervent advocate in Austin's innovation and tech space, Heather is a proud partner in the Austin-based startup FreeWater, the "World's First Free Beverage Company" which is currently gaining interest around the world via their large social following. In recent years she hosted a podcast about Austin's startup community called "Up and Comers" with founding Austin magazine, and has served as a mentor for the Mass Challenge and Techstars Austin-based accelerators, where she was selected as a Techstars "Top Five Mentor."

Heather is currently in her fifth year with Austin Community College as an Adjunct Professor teaching "Marketing and PR for Creatives" in the Music, Business, Performance and Technology program where she helps inspire young professionals with her stories and real life case studies. She has spent 18 years as an active board member of the Texas Chapter of the Recording Academy and serves on the advisory boards of Sonic Guild (formerly known as Black Fret) and board of The Adderley School for Performing Arts. She was a Director of The Texas Lyceum for six years (class of 2010) and served for four years on the Austin Music Commission and the advisory board of The Wittliff Collection at Texas State University. Heather is also a member of the ALL ATX Leadership class of 2020. On February 8, 2018, Mayor Steve Adler declared the date to be "Juice Consulting Day" in Austin, Texas. Juice is now celebrating its "Sweet 16" anniversary in May of this year and is thrilled for what is ahead.

On a more personal note, Heather was born in Pennsylvania to a half Catholic / half Jewish family. She was raised in a blue collar Polish-American household with a heavy influence from her Eastern European immigrant family members. Live music filled the walls of her home from as far back as she can remember, with an uncle who traveled the country in a Polka band. Her paternal Grandfather sang opera in five different languages after coming to the U.S. from Latvia during the Holocaust then going on to study at Juilliard in New York City. Her birth father was a hitchhiking guitar player who played from the Poconos to The Aspen Inn. Presently, Heather is a mother of two: her 12.5 year old son is a Classical Guitar major in the Fine Arts Academy at Lamar Middle School in Austin, and her 11 year old daughter will be attending Ann Richards School for Young Women Leaders this Fall with a love for musical theater, which Heather also did for many years in high school. To say music is in Heather's blood is an understatement - and it is her life's work to help creatives to this day.

In her spare time, Heather has an eye for all things vintage, seeking out eclectic found objects and all things Mid Century Modern, and sells the discoveries she finds in her antique booth (called "CuroCTY") at the Austin Antique Mall. Even with a busy professional and creative life, she is a passionate mom to her kids, Livingston and Lotus, who are the inspiration for her dedication to work/life balance.

For more info on Juice Consulting, please see juiceconsulting.com.