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Billboard's 2020 Top Business Managers: 'Stay The Course'



Michelle Richburg

*Founder/owner,
Richburg Enterprises*

From executives like Sean Combs to rising stars like A Boogie Wit Da Hoodie and SAINT JHN, all of Richburg's clients have benefited from her mantra to diversify their portfolios from day one. "You never know where success will come from first," says Richburg, 53, pointing to SAINT JHN's early crossover from music to fashion. "He has created a model that allows him to fully maximize his brand both financially as well as creatively." Indeed, Richburg says her days of focusing mainly on taxes, bills and long-term investments have given way to "creating financial strategies that match my clients' creative goals."

Advice for Young Artists: "Today's artists are more entrepreneurial and need to think of themselves as the CEO of their brand and not just a musician."