

Heather Wagner Reed, pictured here at Impact Hub, supports favorite local musicians like Suzanna Choffel (right) not just as a publicist, but also through her work with nonprofits such as Black Fret.



## HEATHER WAGNER REED

The fierce founder of Juice Consulting helps local musicians find their footing.

Fans of the recent releases of Austin musicians such as Suzanna Choffel, Nakia, Emily Bell and Gina Chavez have Heather Wagner Reed to thank. The funky yet sophisticated publicist knows what it takes to make it as a musician in the self-proclaimed live music capital of the world. After five years as the senior product manager handling day-to-day management and global marketing coordination for Beyoncé, Reed founded Juice Consulting in 2007 to help musicians and other creatives who are talented and passionate about their work but can't seem to get the recognition they need. Moving into her second decade in Austin working with the "visionaries, entrepreneurs and creatives who have a unique story to tell," Reed is striving to make connections and be a driving force among those who want to maximize their impact in the philanthropic community. Reed has helped define the message and the mission of Black Fret ([blackfret.org](http://blackfret.org)), a membership group of local music patrons who, in return for their annual fee, have access to private concerts throughout the year. Black Fret has provided \$500,000 in grants to 56 bands and musicians to help support their livelihoods and projects. The fourth annual Black Fret Ball at the Paramount Theatre Dec. 9 will support 20 local bands from a list of 2017 grant nominees, including Whiskey Shivers, Akina Adderley, Carolyn Wonderland, Sarah Sharp and Warren Hood.