

WOMAN OF POWER

MICHELLE JUBELIRER: ATTORNEY AT KING, HOLMES, PATERNO & BERLINER, LLP

By Allyson Rees

April 27, 2007, 944 Magazine

Representing artists like Damien Marley, Buckcherry, M.I.A. and Stephen Marley at one of the city's most powerful music law firms, Michelle Jubelirer has proven that being good at what you do does not equate to being male or female. Often starting her daily grind at 6:30 a.m. by jogging through Runyon Canyon, this self-proclaimed "New Yorker for life" has discovered that the many great aspects of life in LaLaLand fit just right.

944: Where do you draw inspiration from?

Michelle Jubelirer: I know it's a cliché, but my inspiration comes from my strong, independent and devastatingly beautiful mom. My father, a criminal defense attorney, died when I was 3 years old. My mother quickly pulled herself together, returned to the working world and became my mother, father and best friend. And I work with some amazing clients — their tremendous talent and passion is inspiring on a daily basis.



You have worked with a lot of big name acts as well as some smaller ones. Is the approach different for each artist?

Unfortunately, there's no "formula" for approaching an artist's career in the current atmosphere. Whether you are a major artist or a developing one, everyone has the same needs — they want to feel like you have their best interests at heart and are giving them good counsel.

In an industry that is predominantly male, you have risen to the top. What qualities do you possess that helped you make it to where you are today?

Persistence, compassion, confidence, and the ability to relate to anyone and everyone. Quite frankly, I'm damn good at what I do.

How does your job differ from working in a corporate environment like Sony as opposed to a firm environment like King, Holmes, Paterno & Berliner?

There's no question that being at a music firm is more entrepreneurial, creative and broad-based compared to a traditional recorded music company. That said, I've been lucky enough to have incredible mentors at both Sony and KHPB, and the experience on the "other side" of the table has been invaluable.

You've utilized MySpace to initiate awareness of several of your represented artists. What do you foresee as the new trend in promotion?

The music business is changing at warp speed, so it'll be interesting to see [what] the next big thing is. I think you'll continue to see artists taking their music directly to the people by selling music on MySpace, promoting themselves on YouTube, the new popular television show, videogame or movie and the latest Web site — that I will wish I had thought of first.

Do you have a hard time separating work from your personal life?

My life isn't defined by my career and I value my personal relationships more than anything. However, it's hard to separate your career from your personal life when you love what you do and some of your closest friends are clients, music managers and agents. I consider myself lucky to work with people who I also consider my friends.

You've made a career of representing musicians, but do you have any hidden musical talent yourself?

Nope, not at all, or I wouldn't be on this side of the desk.

With such an emphasis on your career, do you see a family in your future?

Definitely. Anyone out there?

Photography by Aaron Lucy