

About Steve Grossman, speaker, consultant and author of, *Why I FAILED in the Music Business and How NOT to Follow in My Footsteps*

Short Bio

Former musician and businessman Steve Grossman has led a varied and ever changing life. For over 20 years, he performed as a drummer in almost every state and several countries, played countless recordings and live shows and even won ACM and Grammy Awards.

When he realized he had failed to build a sustainable career, he got a “Real World” corporate job, eventually managing businesses and products worth well over \$20 Million. He also got an education.

Well into his third phase of life, Steve now shares the lessons he’s learned as he helps musicians and individuals build success-full careers and lives.

Longer Bio

Steve Grossman was born the second of two children in West Islip, NY (Long Island). He was often caught banging on pots and pans and was given his first drum set before he was five. After that, there was never a doubt that Steve would pursue a career in music. He spent most of his young years practicing or playing with any group he could find.

He attended the University of North Texas to challenge himself against the best in the country and graduated with a Bachelors in Jazz Performance. After a couple of years playing in top-40 bands in Dallas, he and his wife moved to Nashville. Over the course of his 20 year music career, he performed in almost every state and several countries, played on countless TV/radio jingles, records and live shows and won an ACM award (1992 Top New Duet or Vocal Group of the Year, Gibson/Miller Band) and a Grammy (2002 Best R&B Album, Indie Arie, Voyage to India).

When circumstances changed he found himself at a crossroads. Down one path was building/rebuilding a music career and down the other was a BIG question mark. It took over two years of wrestling and deep self-reflection before admitting it was time to move on. Yes he had succeeded at working as a musician, but he had failed to build a long-term music career.

In the fall of 2001, Steve was hired as a Tech Support Specialist at Manheim Inc., the world’s largest provider of auction and support services for the wholesale vehicle remarketing industry. Over the next 9 years, he was promoted 8 times and eventually managed and/or launched businesses and products worth over \$20 Million.

It was during his transition from the music business to the corporate world that Steve became increasingly aware of his passion for helping others. He realized encouraging others makes him come alive and it always has. When his time at Manheim came to an end at the beginning of 2011, Steve reinvented himself yet again. As a writer, speaker and consultant, he encourages executives, young professionals, musicians and creative artists to uncover what it is they’re meant to do and how to build success-full businesses and careers and lives.

Steve lives in Smyrna, TN with his wife of 25 years and their two children. His current work includes consulting with several Nashville businessmen, conducting workshops at local arts organizations and colleges, serving on various boards and writing. He is blessed beyond measure.

For additional information, visit whyifailed.com or write to: inquires@whyifailed.com