

Top 25 Influencers 2023 Clair Marlo

The Multi-Talented Woman Behind Building 11 Music Group's Success



Founder & CEO of Building 11 Music Group

Musician, songwriter, and businesswoman Clair Marlo's journey to success in the music industry is a testament to her dedication and commitment to her craft. From humble beginnings in Queens, New York, to her current role as the founder and CEO of Building 11 Music Group, Clair has worked tirelessly to create music that moves audiences and enhances visual storytelling in film and television.

Clair's love for music started at a young age. Her passion for music grew stronger as she joined choirs in school and received accordion lessons and later piano lessons. By age 9, Clair had begun writing songs, continuing to refine her skills as she grew. At age 16, she published her first song with Leeds Levy at MCA.

Clair continued her formal education, studying composition at Queens College in the Aaron Copland School of Music while still a young teen, obtaining her degree from Berklee College of

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Music. She continued to write her own compositions while playing with other groups and worked for free at a mastering studio and a music publisher. Her hard work and dedication paid off. Clair found herself playing in bands on the road and eventually made her way to Los Angeles, where she felt there were more opportunities in the music industry.

Clair's passion for music inspired her to start her own music company, Building 11 Music Group. Building 11 Music Group is a thriving enterprise that brings together some of the industry's most talented composers and musicians. Clair saw an opportunity to create a company that not only provided high-quality music for films, TV, games, and commercially released records, but also fostered an environment of creativity and collaboration. Building 11 Music Group is a culmination of Clair's 21-year-old company, Invisible Hand Productions, a group of publishing companies, record companies, and music production companies, combining her passion for music and her commitment to delivering the best possible results for her clients.

The company's range of services, including custom music for media, advertising, documentaries and indie films have made it a go-to destination for filmmakers and producers looking for top-notch music that enhances the visual storytelling of their projects. Building 11 Music Group continues to evolve and expand, with Clair and her team always looking for new and innovative ways to incorporate music into media projects.

Building 11 Music Group has an impressive track record of successful placements and projects, including music in the Super Bowl, the

Olympics, and Emmy award-winning shows such as 20/20, Nightline, Saturday Night Live, and NBC Sports. Clair's team selects and works with clients by identifying those who are a good fit for the company's services and values and want to realize a common vision for the project. Potential collaborators are evaluated based on their talent, creativity, work ethic, and ability to work together within a team.

Having worked with some of the biggest names in the entertainment industry, Clair has had multiple memorable experiences in her career. One of the most memorable experiences has been working with some of her musical idols. Clair remembers listening to a particular song as a teenager and singing along to it while driving down Main Street. Years later, she had the privilege of writing with that same songwriter. It was a supremely satisfying experience. Having the attention and respect of people she admires is a dream come true for Clair, still the child of immigrants.

For young musicians and songwriters just beginning, Clair stresses the importance of consistently delivering the best possible work. She says, "*be undeniable in your work. Every time you deliver a product, make it the absolute best that you can,*" and to, "*continue learning and improving and avoid believing any hype about yourself.*" Clair is adamant. "*Surround yourself with good people who will provide honest feedback and focus on integrity in all aspects of your work.*"

Clair's advice reflects her own work ethic and commitment to excellence. It has been a driving force in her success in the music industry. Her words serve as a valuable reminder to aspiring young musicians of the importance of hard work, integrity and humility.



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Music. She continued to write her own compositions while playing with other groups and worked for a time as a marketing staffer for a major publisher. Her love of rock music led her to work for a record label, where she did the same work as her previous employer, but with a focus on the music industry.

Clair's passion for music inspired her to start her own music company, Building 11 Music Group, in 2013. The company's first clients were established acts, but Clair saw an opportunity to provide high-quality music for films, TV, games, and other media. She focused on commercial releases, building a reputation for her work.

Building 11 Music Group is a collaboration of publishing companies, record labels, and music production companies, creating her passion for music and her commitment to delivering the best possible results for her clients.

The company's range of services includes advertising, documentaries and more. Clair has been made it a go-to destination for filmmakers and producers looking for top-notch music that enhances the visual story telling in their projects.

Building 11 Music Group continues to rock and expand with Clair and her team always looking for new and innovative ways to incorporate music into media projects.

Building 11 Music Group has an impressive track record of successful placements and projects, including music in the Super Bowl, the

Champions, and many award-winning shows, such as 2013's "Brightest Star" and "The Mindy Project." Clair's main clients are bands who are looking for music that is not only a great fit for the company's style but also has the potential to be a hit. Clair and her team are committed to working together to create the best possible results for their clients.

Having worked with some of the biggest names in the entertainment industry, Clair has had multiple successful experiences in her career. One of the most memorable experiences has been working with a client who had a particular vision for a song and wanted Clair to write it. She delivered a hit song that was a major success for the client.

For young musicians and songwriters looking to break into the industry, Clair offers advice on how to get started. She says, "The key is to be persistent and to keep writing. Don't let anyone tell you that you're not good enough. Just keep writing and improving and eventually you'll find your voice and your audience."

Clair's advice reflects her own work ethic and commitment to excellence. It has been a defining factor in her success in the music industry. Her words serve as a valuable reminder to aspiring young musicians of the importance of hard work, integrity, and tenacity.

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