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BUSINESS

Revealed: Billboard's 2021 Latin Power Players

BY BILLBOARD STAFF



Executive of the Year Noah Assad, left, and Bad Bunny photographed by Devin Christopher on September 22, 2021 in Miami.

BUSINESS & ASSOCIATIONS

Rodrigo Nieto

*VP/team leader, entertainment banking,
Miami, CN Bank*

City National Bank, a key financial partner of the music industry in all genres, does business in Florida as CN Bank. During the pandemic, it aided its clients by helping them access the federal Paycheck Protection Program loans and other ways of strengthening their finances, says Nieto. As the pandemic continues in Latin America, he cautions, “We’re seeing the industry hurt because artists can’t travel, because concerts still aren’t allowed and because businesses are still closed.”

My advice to a young Latin artist: “Remember that a career works as a business, and getting the right team — lawyers, bankers and managers who really understand the industry — is crucial to running that business successfully.”