

She has ear for talent

Svetlana Ivanov knew from the start of her musical training that she preferred concert management to being a performer.

On the staff of New York-based International Creative Management, one of the most prestigious talent agencies operating today, the bi-lingual Ivanov — known as Lana — has proven herself a distinct asset, combining her talents as a pianist and linguist with her business acumen.

International Creative Management's galaxy of musical superstars includes Isaac Stern, Yo-Yo Ma, Emanuel Ax and Gidon Kraemer.

The 27-year old Ivanov migrated to the United States from Russia in 1979 with her parents, Yelena, a piano teacher and Anatoly, an artist. Her piano studies started from age 7 in Moscow and continued with Sandra Tamamm in Westfield. She entered the Manhattan School of Music as a piano major, graduating in 1988 as a student of Zenon Fishbein.

To fulfill her dream of going into concert management, she took post-graduate computer skills and worked for Concert Atlantic, a non-profit music management company. She sent her resume to International Creative Management nearly four years ago and was called immediately.

"I think I enjoy dual allegiance to both music and management," Ivanov said from the Bridgewater home she shares with her parents.



Photo courtesy Svetlana Ivanov

Bridgewater resident Svetlana Ivanov has combined her musical and linguistic talents to create a New York City-based career in concert management.

"Growing up in a musical home but with a penchant for business, I enjoy the best of two possible worlds."

Weekdays working in New York, she is an assistant in International Creative Management's touring division, making arrangements for foreign companies and artists who come to the U.S. to travel the concert route from city to city. In addition to arranging the route taken by the artists, Ivanov's ability to speak fluent Russian enables her to communicate gracefully with the many musicians coming from the recently liberated Russian republics. The Moiseyev Dance Company, the Moscow and Leningrad Philharmonic Orchestras are among the

groups assists.

Weekends, Ivanov spends in Bridgewater confining her teaching talents to 10 advanced pupils. She is a member of the board of the Young Pianists Competition of New Jersey, a twice yearly event founded by her mother and sponsored by the Raritan Valley Community College in Bridgewater. She heads its concerto division.

Ivanov sees her future as the personal manager of a performing artist. "Musically my job helps me to evaluate the many concert artists I hear. I am most fortunate to have this exposure to so many of the very best."

— Muriel Freeman
Courier-News