

Testimonial for Juliette Latona
By Dragan Greensmith / Greensmith Artists

With a track record forged through years of hands-on experience in artist management, international bookings, and executive leadership, I've built my career by navigating the ever-evolving music landscape—from underground clubs in Berlin to major festival stages in Miami. My success has always depended on sharp negotiation skills, a global network that spans genres, and an instinct for spotting transformative opportunities. Partnering with Juliette Latona and the Latona Expansion Group has not only complemented these strengths but has propelled my roster into new realms of visibility and influence.

Strategic management is the heartbeat of Juliette's methodology. She approaches every project with an unmatched level of rigor and foresight, seamlessly blending talent representation, event production, and public relations into a cohesive growth engine. When I introduced her to a rising techno DJ from Detroit, Juliette's team didn't just run a generic campaign—they developed a bespoke PR blueprint that tapped into the city's rich musical heritage, leveraging local media, influencer partnerships, and targeted digital content. Within four months, the DJ's social engagement skyrocketed by over 200%, leading to bookings at Movement Festival, collaborations with European producers, and a surge in international streaming numbers.

Juliette's command of public relations is nothing short of masterful. She doesn't just secure press—she crafts stories that capture the essence of each artist, turning their unique journeys into headline-worthy narratives. Thanks to her media relationships and creative storytelling, our artists have landed front-page features in Billboard, exclusive interviews on BBC Radio, and viral moments across social platforms. Her campaigns don't just generate buzz—they build lasting, authentic brands that resonate with fans and industry tastemakers alike.

What truly distinguishes Juliette is her ability to bridge genres and markets, opening doors to collaborations and opportunities that others might overlook. Whether it's orchestrating a cross-genre remix with an indie pop act or negotiating a brand partnership with a global tech company, her strategic vision and flawless execution consistently deliver results. Juliette's involvement has directly elevated our brand image, expanded our audience reach, and driven the success of our most ambitious projects.

When my artists needed to break into new markets, amplify their media presence, and redefine their brand identities, Juliette was my first call. The impact was immediate: increased press coverage, stronger fan engagement, and a measurable boost in career momentum. Her personalized approach, deep industry knowledge, and PR expertise have set a new benchmark for artist development and brand growth. I recommend Juliette Latona without reservation to anyone committed to reaching the next level of success in the music industry.



Dragan Greensmith
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