

CHAMPIONS OF BUSINESS

Kasey Phillips Precision Global Music Limited



Precision Global Music Limited (Precision) is a music production company. Kasey Phillips started his career as a sound engineer and music producer. His decision to brand his skills and form Precision occurred after he was turned down for a loan to build a studio. Kasey realised that to become the person he wanted to be, he had to be more than a music producer.

Kasey got the opportunity to do an internship in Los Angeles where he was introduced to the 'international songwriter model'. That experience was a game changer for Precision. Kasey returned to Trinidad and introduced the concept. The company then moved from only producing music for artists to owning the music they produced. Artists now had the option to select songs already created and written, and record them at Precision's state-of-the-art studio. The company was also the first local music production company to release songs with accompanying lyric videos. This added an exciting visual element, which immediately connected viewers with the song lyrics. Today, Precision creates music for various genres of music – soca, dancehall, reggae, pop, R&B, and hip-hop. The company also then ventured into the advertising field producing original music for several advertising companies.

Music ownership afforded international distribution. The company secured an alliance with a distributor who introduced the company's music to digital retailers like iTunes, Amazon Music, and Spotify. This platform allowed Precision to sell songs, riddims, and compilation albums online, all year. Additionally, the company earns royalties when its songs are played. Precision has also partnered with a company to offer the first ever soca music plug-in for producers.

Kasey is embarking on a new phase in the company's development with the opening of a full-service production studio in Los Angeles. He has also launched the 'Remix Project', which infused other genres of music into popular soca songs in order to extend the lives of these songs beyond Carnival.

Over the years, Precision has produced or co-produced, five Road Marches and eight Soca Monarchs. Kasey is also a three-time winner of the award for Outstanding Arranger at the T&T International Soca Monarch Competition. In addition he won Best International Soca Producer and produced the Best Riddim and Best International Soca Tracks at the UK Soca Music Awards in 2012. Precision co-produced "Ministry of Road (M.O.R.)" which won the Soul Train Music Award for Best International Performance in 2014. Precision also won the Song of the Year and Recording of the Year Awards in 2014 from The Caribbean Gospel Music Marlin Awards as well as Gospel Song of the Year in 2015 at the COTT Music Awards.

Last year, Kasey became the first person from Trinidad and Tobago to be invited to be on the Grammy Nomination Committee for the World Music genre.

Kasey values the power of mentorship and tries to support the next generation of soca artists. His Audio Essentials Workshops are an avenue for mentorship. During the workshop week at every destination, a day is set aside to visit a school to talk to music students. Scholarships are also provided for students to attend.

Kasey admits that there was no blueprint when he started this journey and many of his peers and industry experts told him that the model would fail. They were wrong. Today, Kasey is humbled to play a part in taking soca music to the world.

The Trinidad and Tobago Chamber of Industry and Commerce (host of the Champions of Business Awards) and EY (Sponsor of the EY Entrepreneur of the Year™ – Emerging Entrepreneur) congratulates Kasey Phillips, Chief Executive Officer, Precision Global Music Limited on receiving the award for Emerging Entrepreneur on November 15, 2019.



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Winner – Emerging Entrepreneur

