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Robert Rivera is an entrepreneur and businessman who has established himself as a key player in the music industry. At the young age of 16, Rivera was introduced to legendary club promoter and artist manager, Sal Abbatiello of Fever Records. Abbatiello became his mentor and gave him his first job as road manager of freestyle legends, "The Cover Girls." It was through this experience that Rivera began to learn the different aspects of the music industry including marketing, promotions, and management. This knowledge would prove vital in the evolution of his career as Rivera eventually grew to become Abbatiello's partner. Throughout the late nineties, Rivera and Abbatiello released several freestyle compilations on the Fever Label. They also introduced artists such as Jorge Luis and Luis Damon to the latin market through a partnership with Hola Recordings. In 1999, Rivera moved to Miami where he quickly became a prominent latin club and concert promoter in South Florida and other key latin markets. In 2007, he began managing artists for his own company, Icon Entertainment. "I'm motivated by the success of others. I like to see them grow and that's what drives me." With both an established and illustrious career, Rivera has learned one very important lesson during his tenure in the entertainment industry, "There are going to be a lot of hard times, a lot of good times, but you have to be consistent. Stay focused and believe in yourself." It's that belief and the hunger to see others succeed that fuels Rivera to this day. One thing is for sure, if it takes talent to find talent, then Robert Rivera is one extremely talented man.

Words by Evelisse Luciano