**Submission #1**

**Anthony D'Annunzio**

**(Partner & GM of Producer and Songwriter Management, Electric Feel Entertainment)**

Anthony D’Annunzio is a Partner and GM of Producer/Songwriter Management at Electric Feel Entertainment, based out of Los Angeles. Electric Feel Entertainment is at the epicenter of music, fashion, and culture with divisions including music Management, Label, Publishing, Latin and Ventures and is home to superstar management clients Post Malone, 24kGoldn, iann dior and more.

 D’Annunzio is currently overseeing the growth and expansion of the Producer/Songwriter Management roster and team . He leads the roster’s 25+ clients and their day to day teams in a management capacity. D’Annunzio prides himself on his ear for great songs and talent but most importantly providing the ultimate care and attention to detail for EF’s clients as well as being a great leader and example for his team of young managers. Anthony and his team currently oversee the careers of Louis Bell, Blake Slatkin, Billy Walsh, Brian Lee (Post Malone), Westen Weiss (Meek Mill, Drake), Feli Ferraro (Chris Brown), DVLP (J Balvin, Eminem), and many more.

 Working closely with Grammy-nominated producer, Louis Bell over the last several years, D’Annunzio has been alongside him through 8 #1 hits on the charts. Notably Louis co-wrote Justin Bieber’s chart-topping smash “Peaches” for which he is nominated for a GRAMMY and in late 2020 his records with Post Malone “Rockstar” ft. 21 Savage and “Sunflower” with Swae Lee reached Diamond certification in recognition of 10 million sales.

 D’Annunzio has also been part of producer Blake Slatkin’s recent success helping alongside him with as he reached various career milestones including his first ever GRAMMY nomination. Slatkin co-produced The Kid Laroi’s “Without You” and “Stay” as well as 24kGoldn and iann dior’s “Mood.” All multiplatinum selling records, both “Stay” and “Mood” topped the Billboard Hot 100 for multiple consecutive weeks. Clients, Billy Walsh and Louis Bell also have several songwriting and production credits on Kanye West’s DONDA. Walsh also co-wrote Laroi’s “Without You” and has cuts on Justin Bieber’s Justice and more. D’Annunzio also brought key opportunities to EF management client iann dior in the last year, connecting the dots for him to work with Illenium on “First Time” and Mike Shinoda of Lincoln Park on “Happy Endings” with UPSAHL.

 Electric Feel has also had milestone after milestone. Currently up for 19 Grammy awards across their producer/songwriter roster, EF has also had a primary artist, songwriter or producer in the top 10 of the Billboard Hot 100 for 76 consecutive weeks.

 As one of the longest running Electric Feel team members, Anthony has been with the company for a majority of the last decade starting as an intern in 2012 and being mentored by founder/CEO Austin Rosen. He is also the recipient of the Variety's Hollywood New Leaders for 2021. With his accomplishments in the last year he is a standout candidate for NEXTGEN\_NOW ONE TO WATCH.

**Submission #2**

**Cassie Petrey**

**(CEO, Crowd Surf)**

Cassie is the Co-Founder of Crowd Surf. They are a strategic marketing and management agency known for their work in the digital/social media space.

I don't know anybody who has been working in social media longer than Cassie. She started in 2004 at Warner Music Nashville in the New Media department, and never looked back. She created the first major label artist pages on MySpace, and set the framework for how larger artists used the platform.

Crowd Surf was co-founded in 2007, when the term "social media manager" didn't even really exist. They created a process for how content calendars and social media get approved and populated in the music industry, and a lot of the biggest people in digital have worked at Crowd Surf at some point.

Projects Cassie has worked on over the years include: Britney Spears, Backstreet Boys, Keith Urban, Luke Bryan, Lady Antebellum, Guns N Roses, Steven Tyler, Camila Cabello, Meghan Trainor, Miley Cyrus, Avril Lavigne, Frank Sinatra, Lady Gaga, and many many more. They currently work on over 100 projects and our artists collectively have a social footprint of over 1 billion.

Cassie grew her company from two employees in her apartment to the present: Crowd Surf currently has 50 staff members and offices in Nashville, Los Angeles, and New York.

**Submission #3**

**Geoff Ogunlesi**

**(Vice President of A&R and Young Stoner Life Records, 300 Entertainment)**

Young Stoner Life Records and 300's partnership wouldn't be where it is today without Geoff Ogunlesi spearheading the path. At 300, Geoff holds the title of Vice President of A&R and Young Stoner Life Records. With Young Thug (CEO) and Geoff at the helm, YSL has become a force in hip-hop and a hugely successful Black-owned company. Geoff and Young Stoner Life Records started 2022 off strong with Gunna’s DS4EVER which debuted at #1 on the Billboard 200 Album chart with 150,000 album-equivalent units. Immediately following its release, Gunna occupied 9 of the Top 10 slots on Apple Music’s Top Songs chart. Within a month, “pushin P” off DS4EVER had already amassed over 1MM creations on TikTok and over 500MM+ impressions worldwide. These impressive feats come after a massively successful 2021, which saw Young Stoner Life Records release their highly-anticipated, Billboard chart-topping compilation album, Slime Language 2. This album not only made an undeniable cultural impact, but shines a light on each member of the YSL roster, introducing breakout acts like YTB Trench, Unfoonk, and Yung Kayo. Geoff also facilitated the release of Young Thug’s Punk in 2021, which debuted at #1 on the Billboard 200 album chart, making it his third ever album to achieve this and his second in 2021, following Slime Language 2 and 2019’s So Much Fun. Geoff also oversaw the release of Slime & B, Young Thug's collaborative album with Chris Brown. From Slime & B, Young Thug and Chris Brown’s “Go Crazy” hit #5 on the Billboard Hot 100 and Young Thug and Chris Brown “Go Crazy” broke the record for longest stay in the top 10 songs of Billboard’s Rhythmic Airplay Chart. YSL protege Lil Keed also broke out this year, getting announced as a member of the 2020 XXL Freshman Class and an impressive album rollout surrounding his noteworthy sophomore album Trapped on Cleveland 3, which debuted as the top 40 album on the Billboard 200. Geoff puts his artists first, and has made a point to set up studios and housing for many YSL artists, allowing them to foster creativity. Geoff also helped introduce Latin artist Maria Becerra to US markets, who was nominated for Best New Artist at the Latin Grammys in 2021. Her recent collaboration with J Balvin - Qué Más Pues? Has now reached over 39 million views on YouTube and almost 33 million streams on Spotify. Her previous releases include “High" Remix (115M Youtube views and 70M Spotify streams) and "Tu Me Lo Haces Facil" (23M Youtube views & 17M Spotify streams in 10 months). Now, Maria has 5 songs currently on the Argentina Billboard Hot 100, an undeniably impressive YouTube presence, and an Apple Up Next Campaign. Aside from the impressive accolades, Geoff's success has been recognized through his inclusion on Variety’s list of Hollywood’s New Leaders, Billboard’s Executive of the Week, and Billboard's Indie Power Players list in 2021, and R&B/Hop-Hop Power Players in 2020.

**Submission #4**

**Moody Jones**

**(SVP of Digital and Creative, EMPIRE)**

Moody Jones has gained majority of his experience in the music and lifestyle industry where he has been able to work with some of today’s top artists like Tyga, Carnage, Snoop Dogg and many more. Moody oversees EMPIRE’s global digital marketing activities and team as well as EMPIRE’s design and creative team. From 3D Billboards to AR artist museums and advertising in prominent video games, Moody and his team have been innovating and pushing the boundaries of what’s possible for artists in 2022. Moody focuses on helping labels and managers get the right exposure on their content and helping artists grow their fan base and influence culture. Specializing in media buying and helping artists narrate their stories, he has led artists across EMPIRE’s roster to achieve major success such as: 3x Grammy Nominations in 2022 with Eric Bellinger, Terrace Martin, Robert Glaster, 9th Wonder & Kamasi Washington’s Dinner Party, and PJ Morton, BJ The Chicago Kid & Kenyon Dixon’s “Bring It On Home To Me”; Yung Bleu with multiple RIAA certifications, 4x Hot 100 Hits, BET Hip Hop Awards Best New Artist win; Latin star Jay Wheeler (2+ Billion Streams) and buzzing Nigerian artist Fireboy DML (#2 Top 40 UK charts hit single “Peru” with Ed Sheeran, first Billboard Hot 100 entry + 300M+ Streams); EMPIRE Nashville’s Tenille Arts - first artist with a #1 Country radio record produced, written and performed by all females; Several RIAA Certifications, including Money Man, Young Dolph, Mo3, Key Glock, Inayah, Dusty Locane, Vedo, Rotimi, Cookiee Kawaii and more. Moody has also been involved in EMPIRE’s partnership with Blackground Records to release their coveted catalog - including the late Aaliyah’s music. The success of the campaign led to Aaliyah’s highest chart position for her album “One In A Million” on the Billboard 200.

**Submission #5**

**Mike Gallegus**

**(Vice President, Business & Legal Affairs, EMPIRE)**

Over the past year, Mike Gallegus has been instrumental in the growth of independent music powerhouse EMPIRE. Having built the EMPIRE legal team from the ground up to a diverse group with a strong focus on EMPIRE's rapid development in Nashville, LATAM and Africa, Mike has overseen and closed hundreds of deals in the past year. Notable accomplishments include extending the deal for EMPIRE's budding superstar, Yung Bleu, who won Best New Artist at both the BET Hip Hop Awards and BET Soul Train Awards in 2021; landing one of the most competitive catalogs in decades in securing Blackground Records, home to music icon Aaliyah's music; expanding upon EMPIRE's long term partnership with the late Young Dolph's Paper Route Empire, which has had four Billboard Top 10 albums in the past two years and much more.

 On top of EMPIRE's various artist deals, Mike has also been a key factor in closing deals that lead to groundbreaking partnerships. In 2021, Mike closed EMPIRE's partnership with CashApp to pay the first ever 7-figure artist advance in cryptocurrency - a disruptive moment for the music industry as a whole.

**Submission #6**

**Heather Vassar**

**(VP, Marketing - Nashville, EMPIRE)**

Vassar has garnered many achievements within EMPIRE including a #1 Independent Radio Record (Tenille Arts), and was featured in MusicRow discussing EMPIRE Nashville’s early year success, as well as being an overall force in the industry. Vassar has previously secured Amazon, Spotify and Apple OOH Billboard placements for artists Willie Jones and Tenille Arts. She led Tenille Arts’ nomination for an ACMs award as New Female Artist, and worked on Willie Jones "American Dream" and partnered with the National Museum of African American Music in Nashville on it's opening on MLK day. For EMPIRE’s Nashville roster, Vassar has brought to-date 178M global streams since launch, 761M total global streams since 2018, and boosted artists to accumulate over 766M ATD US streams. In addition, Vassar has been honored on Billboard's 2022 Women in Music list & was recognized as one of Billboard’s 2021 Country Power Players.

 Tenille Arts' first No.1 record broke many ceilings as it has been written, produced and performed by an all female team in country music. Not only was it her first No. 1 record, but also her first Platinum record and EMPIRE Nashville's first as well. With the launch of music's Modern Cowboy, Shaboozey and just two singles released, he is already causing a stir and virality of "Beverly Hills" and "Tall Boy" taking off in the Hip Hop and Country spaces. Sophia Scott is another artist that achieved major milestones as she not only opened for Kelsea Ballernini and the Jonas Brothers, but also was featured on an Iggy Azalea track where she performed LIVE with Iggy at Bridgestone arena opening for Pitbull. She then went on to release a single featuring Iggy Azalea and Renee Blair, and is set to have a groundbreaking year in 2022.

**Submission #7**

**Jeffrey Hasson**

**(Co-Head of UTA's Nashville Office, United Talent Agency (UTA))**

As the co-head of UTA’s Nashville office, Jeffrey Hasson has played a pivotal role in amplifying the voices of Music City’s most established and upcoming artists. A seasoned music agent, he oversees a team of nearly 60 employees and represents artists spanning all genres, including Young The Giant, Tori Kelly, Surfaces, Jamey Johnson, Dashboard Confessional, COIN, Dayglow, Ruston Kelly, Blues Traveler, Echosmith, and many more. Additionally, in 2021 alone, he signed Billy Ray Cyrus; Alana Springsteen; Francis Karel; Brittney Spencer and Reyna Roberts, who were highlighted on CMT’s Women of Country Class of 2021; and TikTok phenomenon Jessie Murph. Remaining environmentally conscious and committed to a greener future, he also works with UTA Green’s music team to develop more eco-friendly touring practices.

 With the return of traditional live touring, Hasson has booked major performances for his clients. Highlights include:

 • Hasson’s roster is sought-after by the world’s biggest music festivals. He booked multiple artists at Lollapalooza, Austin City Limits, Life Is Beautiful and more. In particular, he secured performances for breakout acts Surfaces and Dayglow at all three festivals and booked their sold-out upcoming tours, along with festivals in 2022 such as Hangout Music Festival, Firefly, Bonnaroo, Outside Lands, and more.

 • He helped COIN launch the biggest sold-out headline tour of their career in fall 2021. The tour included a stop at Nashville’s legendary Ryman Auditorium – a major hometown moment for the group, who all graduated from Belmont University in Music City. Hasson also booked upcoming performances for COIN at Bonnaroo, Lollapalooza, Governors Ball, Forecastle, Life Is Beautiful and Oceans Calling in 2022. They will release their new album on March 25, and currently have the #1 song in the country at Triple A radio.

 • He has helped Nashville native Ruston Kelly expand from playing intimate club shows to large-scale venues. He booked Ruston’s largest tour to date, which culminated with two sold-out Ryman Auditorium gigs in November. CONFIDENTIAL, ANNOUNCING MARCH 7: Additionally, he secured Ruston as direct support to Maren Morris for upcoming shows at Radio City Music Hall in NYC, the Hollywood Bowl in Los Angeles, Toyota Music Pavilion in Dallas, and Bridgestone Arena in Nashville.

 • He secured Jamey Johnson’s recent summer tour, which was one of the most successful tours of 2021, and booked Jamey a large-scale upcoming tour in 2022.

 • He booked Nashville resident Dashboard Confessional’s large-scale fall tour, which included a sold-out Ryman Auditorium show. The group is also scheduled to play the highly anticipated When We Were Young Festival in fall 2022. Hasson additionally booked the artists on the Lollapalooza and Innings Festivals, and he booked them as co-headliners on a tour with Jimmy Eat World in February/March 2022 and with Andrew McMahon in summer 2022. He secured the band as headliners for the Emo’s Not Dead Cruise, which sold out on the on-sale. They will release their new album on February 25.

 • He secured Blues Traveler’s tour in support of their #1 blues album, Traveler’s Blues. Pollstar Magazine named the tour as “the 10th largest tour in the country” on their “Top Tours of 2021” list. Hasson also booked their upcoming 2022 tour with Train. The group is currently nominated for a Grammy for “Best Traditional Blues Album.”

 • The Brook & The Bluff sold out their fall club tour and continue to grow rapidly. Hasson secured upcoming performances for the group at Bonnaroo, Hangout Festival, and Firefly.

 • He booked Brittney Spencer’s 2021 tour with Jason Isbell and Brett Eldredge and her subsequent first-ever headlining tour. Additionally, he secured Brittney as direct support to Reba McEntire during her arena tour in February. CONFIDENTIAL, ANNOUNCING MARCH 9: He also booked the artist as direct support to Maren Morris on select dates this summer. CONFIDENTIAL: Additionally, Hasson helped secure the artist as a performer on the 2022 ACM Awards on March 7.

 • Hasson spearheads collaborations across UTA’s many departments to find innovative opportunities for artists to succeed. He and UTA’s Music Brand Partnerships (MBP) team secured massive brand deals for Young The Giant, Surfaces, Alana Springsteen, and Brittney Spencer with top companies including Microsoft, Buzzfeed, Cracker Barrel, and American Eagle. Additionally, he and Music Crossover agent Maxim Karlik worked with UTA’s film and television departments to facilitate the sale of Young The Giant frontman Sameer Gadhia’s script and subsequent production deal, and along with his colleagues helped close a TV show voiceover deal and upcoming movie appearance for Tori Kelly. Hasson is also working with the MBP team on a sunglasses line for Tori Kelly with Diff Eye Wear.

 • During the pandemic, he found safe and creative ways for clients to bring the live music experience to fans. He booked socially distanced tours with outdoor shows for various artists including Jamey Johnson, who was one of the first artists to headline socially distanced concerts, and Tori Kelly, who performed wildly successful drive-in shows in California. Additionally, he helped organize livestream concerts for clients including Ruston Kelly, Jamey Johnson, Young The Giant, COIN, Dashboard Confessional, Charlotte Cardin, and The Brook & The Bluff.

 Outside of his professional accomplishments for his clients, Hasson is committed to giving back to the Nashville community. He helps support his wife Leah Hasson’s company Love & Lion, which has raised over $100,000 in the past year alone for causes related to social justice, LGBTQ+ rights, COVID-19 relief, and various other charities. More than $60,000 of those funds were donated to Nashville-centric causes including tornado relief, bombing relief, and local hospitals such as Vanderbilt, which were stricken by COVID-19. Additionally, he previously served as a board member for the T.J. Martell Foundation, a music industry foundation that funds medical research focused on finding treatments and cures for cancer.

 Prior to UTA, Hasson worked as a music agent at Paradigm. He got his start in the music industry at Monterey Peninsula Artists in 2005.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/UTA-Announces-Two-Major-Additions-To-Its-Global-Music-Group.pdf>

**Submission #8**

**Kajal Gayadien**

**(Global Head of Record Label Licensing, Amazon Music)**

Kajal Gayadien serves as Amazon Music’s Global Head of Record Label Licensing and leads a global team that negotiates and secures deals with hundreds of labels globally—major labels and indies alike. Since joining Amazon Music in 2018, Gayadien has led deals across all of Amazon Music’s service tiers, including Amazon Music Unlimited, Prime Music, and the streaming service’s ad-supported tier, to bring more than 75 million songs to its customers. In the past year, Kajal was a key player in Amazon Music’s work to make HD, Ultra HD, and spatial audio available to all Unlimited subscribers at no extra cost. Previously available as a separate tier, Gayadien’s work unlocked access to the highest-quality streaming audio to all Amazon Music Unlimited customers around the world—a massive undertaking that involved working intensely with external and internal stakeholders across multiple territories around the world. Similarly, Kajal and her team worked to improve Amazon Music’s ad-supported offering by securing additional rights from the labels for enhanced features. She also oversaw the launch of Amazon Music in Colombia and Chile, negotiating with labels to launch the streaming service in those countries. Kajal also leads Amazon Music’s label licensing strategy around new features, advising Amazon Music on licensing considerations in relation to these innovative projects. Outside of work Kajal is passionately involved (as mentor and advisor) in organizations for disenfranchised youth, people of color, and women, such as Creative Future Collective and She.Said.So. She was also an active mentor of the 2021 Techstarts cohort.

**Submission #9**

**John Murphy**

**(Principal, Label Relations, Amazon Music)**

John Murphy is the Senior Label Relations Manager for Amazon Music, spearheading the streaming service’s work with Sony Music Entertainment. A ten-year veteran of Amazon Music and originally from the U.K., John Murphy has led some of the company’s most high-profile moments with the biggest artists in the world over the last 18 months. For Amazon Music’s holiday campaign, John was crucial in securing a never-before-heard, Amazon Orignal cover of “I’ll Be Home For Christmas” from Camilla Cabello. The song was the cornerstone of Amazon Music’s holiday Originals, and was even performed by Cabello for President Biden at the White House as apart of PBS’ Spirit of the Season. For Adele’s triumphant 2021 return, Murphy also worked across Amazon for the artist’s new album, which included the debut of the superstar’s new song “Hold On” in Amazon’s global holiday ad campaign. To celebrate the release of Doja Cat’s album, Planet Her, John and his team developed a groundbreaking drone light show experience that paid a tribute to the interplanetary theme of Doja Cat’s album. John and his team also worked with RCA and Amazon Studios on the global music plan to support P!NK’s Amazon Original documentary “P!NK: All I Know So Far,” which included an Amazon Original song for Amazon Music. And John has led much of Amazon Music’s extensive work in livestreaming, securing BTS for an in-depth interview tied to the group’s release of their smash hit “Butter” and booking both Miley Cyrus and Lil Nas X to perform as a part of Amazon Music’s Holiday Plays series, which debuted on the Amazon Music channel on Twitch. Since then, Darcy and her team have successfully expanded Amazon Music’s merch offerings into high-profile fashion releases, with some of the most exciting artists and fashion designers. These integrations have often been paired with shoppable livestream integrations; for example, Darcy’s team launched a limited-edition merch collection for the Ye & Drake #FreeLarryHoover concert streamed live on the Amazon Music app, Twitch, or Prime Video. The six-piece collection, designed by Ye and Demna, creative director of Balenciaga, was available for pre-order exclusively on Amazon and Amazon Music for a limited time. Darcy and her team also launched collections with artists like Billie Eilish and Juice WRLD, as well as innovative merch collections like “The Showroom,” Amazon Music’s collaboration with HYPEBEAST’s creative agency, HYPEMAKER. This exclusive collection paired rising hip-hop/R&B artists like Flo Milli, Lucky Daye, and Fousheé with the next generation of streetwear designers. And when The Weeknd hosted the 103.5 DAWN FM livestream experience on the Amazon Music channel on Twitch, Darcy and her team launched a limited-edition merch capsule for the event—the first time The Weeknd had ever sold merch on Amazon.

**Submission #10**

**Katie Klein**

**(Head of Cross Category Artist Partnerships, Amazon Music)**

Katie Klein is Amazon Music’s Head of Cross Category Artist Partnerships. A 5+ year veteran of Amazon, Katie was tapped in 2020 to create a new team at Amazon Music, Cross Category Artist Partnerships, a department whose singular focus is creating much bigger, pan-Amazon opportunities for artists who work with Amazon Music. Katie and her team advocate for artists within Amazon, including its subsidiaries and brands, to create unique opportunities for artists that are only possible at Amazon, bringing the weight of Amazon to support artists. Using her knowledge of both the music industry and Amazon, Katie has brokered multi-faceted talent deals with some of the world’s biggest artists; for example, when Carrie Underwood recorded her Amazon Original holiday anthem, “Favorite Time of Year,” Katie worked with Amazon’s Ring team to not only sync the song in their biggest holiday commercial, but also secured Underwood to star in the commercial. Katie was also a driving force in securing Coldplay’s commitment to open Seattle’s Climate Pledge Arena, while also securing album marketing and livestream placements across Amazon.com, Prime Video, Twitch, and FireTV. She also worked with Saweetie with Calvin Klein to produce a shoppable holiday special, joined with H.E.R. and Amazon Fashion to launch an exclusive capsule collection designed by H.E.R., and was a critical part of Pharrell’s recent work with Amazon Future Engineer.

Since then, Darcy and her team have successfully expanded Amazon Music’s merch offerings into high-profile fashion releases, with some of the most exciting artists and fashion designers. These integrations have often been paired with shoppable livestream integrations; for example, Darcy’s team launched a limited-edition merch collection for the Ye & Drake #FreeLarryHoover concert streamed live on the Amazon Music app, Twitch, or Prime Video. The six-piece collection, designed by Ye and Demna, creative director of Balenciaga, was available for pre-order exclusively on Amazon and Amazon Music for a limited time. Darcy and her team also launched collections with artists like Billie Eilish and Juice WRLD, as well as innovative merch collections like “The Showroom,” Amazon Music’s collaboration with HYPEBEAST’s creative agency, HYPEMAKER. This exclusive collection paired rising hip-hop/R&B artists like Flo Milli, Lucky Daye, and Fousheé with the next generation of streetwear designers. And when The Weeknd hosted the 103.5 DAWN FM livestream experience on the Amazon Music channel on Twitch, Darcy and her team launched a limited-edition merch capsule for the event—the first time The Weeknd had ever sold merch on Amazon.

**Submission #11**

**Darcy Brown**

**(Head of Music Merch, Amazon Music)**

Darcy Brown is the Head of Amazon Music’s Music Merch division at Amazon Music, where she oversees all of Amazon Music’s artist apparel, physical music, and merch product features. In 2021, Darcy oversaw the launch of Amazon Music’s integration of artist merchandise to the streaming service, allowing music fans to browse curated and personalized, Prime-eligible selection of an artist’s merch, vinyl, and more — all while streaming. To coincide with this launch, Darcy and her team secured exclusive merchandise collections from an exciting array of artists, including Selena Gomez, Weezer, Gwen Stefani, Metallica, Queen Naija, Pentatonix, Florida Georgia Line, Wale, Queen, and more.

 Since then, Darcy and her team have successfully expanded Amazon Music’s merch offerings into high-profile fashion releases, with some of the most exciting artists and fashion designers. These integrations have often been paired with shoppable livestream integrations; for example, Darcy’s team launched a limited-edition merch collection for the Ye & Drake #FreeLarryHoover concert streamed live on the Amazon Music app, Twitch, or Prime Video. The six-piece collection, designed by Ye and Demna, creative director of Balenciaga, was available for pre-order exclusively on Amazon and Amazon Music for a limited time. Darcy and her team also launched collections with artists like Billie Eilish and Juice WRLD, as well as innovative merch collections like “The Showroom,” Amazon Music’s collaboration with HYPEBEAST’s creative agency, HYPEMAKER. This exclusive collection paired rising hip-hop/R&B artists like Flo Milli, Lucky Daye, and Fousheé with the next generation of streetwear designers. And when The Weeknd hosted the 103.5 DAWN FM livestream experience on the Amazon Music channel on Twitch, Darcy and her team launched a limited-edition merch capsule for the event—the first time The Weeknd had ever sold merch on Amazon.

**Submission #12**

**Erin Choi**

**(VP Marketing, Hopeless Records)**

Erin is a true independent label success story. She started as an intern, then was hired to do mail order and worked her way up to our Head of Operations overseeing a complex direct digital distribution set up along with production and A&R admin.

A few years ago she stepped up again, entering a whole new part of the business by moving into our VP of marketing role, leading our global marketing efforts and personally quarterbacking our most important projects.

Erin has lead successful global projects for Sum 41, The Used, Taking Back Sunday, New Found Glory, Neck Deep, Foxing, Waterparks, Illuminati Hotties and many more, earning numerous global charting achievements and certifications.

She is currently leading our efforts to break two priority artists, Stand Atlantic and LØLØ via some of the most creative and ambitious campaigns we have ever created. Some highlights below.

Stand Atlantic - Erin has grown this female fronted Australian alt rock artist from a local international artist with sub 100k Spotify monthly listeners to a global touring artist with over 1million monthly Spotify listeners.

- Deathwish ft Nothing Nowhere https://www.youtube.com/watch?v=ZB5yS1i72pk. This song has become the band's and Nothing Nowhere's most popular current song by far and made just about every DSP end of year list for best rock/alt songs.

- Amazon Music AUS concert w/ major promotion (bootleg link) https://www.youtube.com/watch?v=yRtdLHkYixY

- https://www.nme.com/en\_au/news/music/stand-atlantic-link-up-with-royal-the-serpent-for-new-single-pity-party-3137574

LØLØ - A new priority for us that is receiving a major push

New video w/ feature from Maggie Lindeman - https://www.youtube.com/watch?v=40VoK2xID34

MTV - https://www.mtv.com/news/3184087/bop-shop-pusha-t-lolo-maggie-lindemann-madison-rose/

Spotify Equal Campaign - https://www.instagram.com/p/CVVodEbAfJt/

American Songwriter - https://americansongwriter.com/lolo-destroys-the-manic-pixie-dream-girl-trope-on-new-single-debbie-downer-featuring-maggie-lindemann/

Adds at MTV and Sirius

Slam Dunk Festival. - https://www.instagram.com/p/CaaAkpbt42m/

Major UK festival for the alternative community. Aprox 50k attendees. Erin's artists make up about 17% of this entire lineup, including both of the headliners.

I doubt there are many people in our industry with Erin's broad knowledge across every element of the business and across all major music markets. She also has the creativity to lead campaigns for mainstream pop artists as well as niche culture/underground artists all at the same time. Erin also cares more about the artists as people and the outcomes that matter to them more than anyone I have ever come across in this industry.

**Submission #13**

**Wes Davenport**

**(Culture Marketing Director, Universal Music Group - °1824)**

Wes Davenport has been my manager, mentor, friend, and role model for the few years I have gotten the chance to work with him at °1824, UMG's internal creative solutions team. Wes is not only extremely experienced and a pro at what he does, but he is truly part of the lifeblood at °1824. He is constantly bringing fresh energy, new ideas, and inspiration to both the people he manages as well as the people he works alongside. It would be impossible to visualize our section of the company without picturing Wes at the center of it, brainstorming a new idea or offering a hand to the young people he manages.

 One of the most notable, game-changing ideas I have gotten to work with Wes on is our virtual press conferences. The pandemic made the music industry take a collective step back. For Wes, it meant he had a chance to step back and use that momentum to leap ahead and innovate. With touring gone, he had the idea to invite the press team's outlets and contacts onto an hourlong Zoom conversation, moderated by someone from °1824, with an artist for a Q&A session. Wes has almost single-handedly been able to revamp °1824's press offerings into an effective, meaningful experience for both the artist and the outlets in attendance. This has carried into 2022 - even has the pandemic has let up and everyone's schedules have gotten a lot more crowded, our network and our artists prioritize the incredible experience Wes has carefully crafted and shaped since 2020.

 Not to mention, speaking of adapting to the pandemic, Wes tapped into his own passions (as well as the country's at the time) to create an amazing crossover partnership with Animal Crossing. He was able to craft a virtual concert with Tove Lo - entirely within the Animal Crossing universe - that engaged fans to create the best avatar outfits and post on social media for a chance to get "backstage" virtually. The event was a massive success and a huge highlight of what can be done within the industry to foster creative ideas in a virtual world.

 Wes is also heading the recent expansion of the partnership between UMG and Twitch, and created a craft beer for rock band The Struts. Catapulting into a new world and understanding emerging media from day one, Wes has always been able to execute partnerships in a way that is mutually beneficial and absolutely manageable. Some people have ideas that are too large to carry out, Wes has those crazy ideas and manages to find a way to make them a reality.

 One of the first things you notice about Wes is how genuine and thoughtful he is when creating relationships within his community. He is constantly able to partner with people in his community and around the country in order to have meaningful conversations about what they need the most - he has organized and put on conversations with artists/organizations on mental health, social justice, and underrepresented groups in the music industry, with universities, young people, YMCA International, Mental Health Coalition, Grammy U, and more - just to name a few.

 All of these examples are just a snapshot of what Wes does in his career and in the people he works with's lives. He might have 2,732 emails to get through in his inbox, but he will always have the time to have a sincere conversation with you or provide guidance whenever you need it. He pushes us to be better, to find new ideas, problem solve in different ways, and most of all trusts us and lets us get our hands dirty in these projects. Although honestly, he should be trusting his own talents as he's passed them on to us, having personally trained and mentored the entirety of our social media team, press team, and the majority of our strategic partnerships team. Having Wes as such a wonderful manager has redefined what respect in the workplace (and in general) means to me. Part of his job at °1824 is to prepare our team of reps for a fast-paced music industry job after graduation. While I'm looking forward to that part of my life, I do mourn what will be the loss of one of the best managers I will ever have and with that, a real friendship, the constant belief that I am capable, and the energy and ideas that are all a part of working with Wes Davenport. I feel inspired and cared for every day I get to work with him on °1824, and believe that this job - thanks to Wes's massive contributions - have changed my life.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Screen-Shot-2022-02-25-at-6.28.52-PM.png>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Screen-Shot-2022-02-25-at-6.04.12-PM.png>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Screen-Shot-2022-02-25-at-6.03.38-PM.png>

**Submission #14**

**Daniel Cownden**

**(VP of Data Science, Ingrooves Music Group)**

 As the Number Two executive in Ingrooves’ pioneering data science department, Daniel Cownden has worked closely with department head SK Sharma on Ingrooves’ groundbreaking work leveraging Artificial Intelligence and Machine Learning to revolutionize the way music is marketed to fans.

 Since Daniel’s arrival at the company, Ingrooves has been awarded two U.S. patents for their invention of leveraging AI and ML to detect significant shifts in audience engagement and identify high value streaming audiences. It is exceedingly rare for a music company to be awarded a patent, let alone two in just the space of one year.

 Together the two patents underpin the company’s Smart Audience tool which uses the patented technology to analyze audience streaming behavior to identify listeners who are more likely to become fans of a particular band. Studies show that Ingrooves’ technology-centered marketing tools drive an increase in streams at a rate nearly double that of traditional methods, which typically rely upon identifying fans via social media behavior.

 The new technology is a gamechanger for independent labels all over the world.

 One additional area in which this new technology is being leveraged by Ingrooves is with playlists. Working in conjunction within an artist’s marketing overall marketing strategy, Ingrooves has been able to use these new tools to increase discovery and listenership of a certain playlist, giving labels more control over their artist's content within Spotify in comparison to a This Is... playlist, and can work with both catalog and new releases.

 Daniel, SK and their team of AI engineers, data scientists and corporate strategists, continue to radically shift the paradigm at Ingrooves, establishing new ways of doing business that will fundamentally improve record labels’ ability to leverage the infinite streams of data available to them into actionable insights that drive fan engagement.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/20210719-Patent-2-Press-Kit-7.19.2021.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/20200825-Sharma-Ingrooves-UMG-Patent.pdf>

**Submission #15**

**Tommy Stalknecht**

**(Founder & CEO, Single Music)**

Adaptability. Flexibility. Versatility. These are words used often — too often, perhaps — in the world of startups. But in the case of Single Music Founder & CEO Tommy Stalknecht, they are much more than hollow adjectives.

 The idea for Single was born out of a basic need for adaptation in existing technology platforms. During his work at a creative music agency that was moving client business in mass to Shopify, Tommy noticed holes in the platform and created Single as an app to fill those gaps for artists — namely, the ability to more effectively bundle their music and merchandise from one central place.

 As go the best-laid plans, several challenges quickly popped up in Single’s journey. A change in Billboard reporting rules related to bundles threatened to take a toll on the basis of their business model, while shortly after the COVID-19 pandemic would bring a whole new set of challenges to Single’s client base.

 Cue the flexibility. Under Tommy’s leadership, Single quickly pivoted to add a livestreaming component to their set of D2C tools for artists. Beginning in April 2020, and in the many difficult months and years that followed, artists sold over 1 Million livestream tickets and generated over $24 million in revenue during a period in which most of their business model was otherwise put to a halt.

 As the live music world has re-opened, and the industry has found its legs again, a new frontier has emerged: web3 and NFTs. Predicting the power of these tools months before they began to appear in music’s collective vocabulary, Tommy directed his team to adapt Single’s model to suit, becoming the first platform to launch a user-friendly solution for selling NFTs directly through an artist's Shopify store. The confusing and often daunting world of web3 now has a practical and simple home in an artist’s merchandising strategy.

 It’s been said that the only constant is, infact, change. As with all things music and tech, it’s hard to predict what the future holds. If history is any indication, the road ahead is filled with plenty of curveballs — but thanks to Tommy’s leadership, Single and their wide-ranging toolkit (Digital Sales, Livestreaming, NFT Releases, Chart Reporting, Marketing/Promotional Tools) has become an industry force in the very name of versatility. This dream of two college friends now employs a team of 15 and powers over 3,000 Shopify stores for some of the biggest names in music — with 2022 expected to be a year of banner growth.

 Tommy’s forward-thinking leadership, and his willingness to embrace change in the face of industry headwinds and trends, makes him not only a great young executive but a perfect candidate for the #NEXTGEN\_NOW One To Watch Award.

**Submission #16**

**Joe Dodd**

**(Director of Programming, TIDAL)**

Joe Dodd is an executive on the rise who shows no signs of stopping. Joe is TIDAL’s Director of Programming, and leads a team of programmers and editors who are at the heart of TIDAL’s identity and voice. In the three years that Joe has been at TIDAL, he has transformed the editorial experience and elevated its content with highly engaging editorial series and campaigns. One of TIDAL’s top attributes that it is recognized for is its content and curation, and Joe is at the forefront in driving the music and cultural experience that artists, industry partners and fans love.

 Joe is no stranger to pushing the industry and culture forward. Programming and being a tastemaker have been constant themes in Joe’s career — which includes tenures at Music Choice and VEVO, where he curated the songs and music videos consumed on those respective platforms. A career moment of note is Joe breaking artists with their first spins and plays on national media platforms, including Migos, Rae Sremmurd, and Cardi B well-before they had label deals.

 Joe has a unique ability to combine data and research, with pop culture and gut instincts, to deliver an unmatched editorial experience. He is an innovator who has a deep understanding and passion for programming and cross-genre music — and his imprint on TIDAL’s role as a cultural voice is undeniable.

 For instance, TIDAL places an emphasis on creating experiences around labels and major music industry anniversaries, events and audio experiences, many of which Joe spearheads.
 • Primary Wave: Joe initiated and oversaw a close collaboration with legacy publisher and label Primary Wave, and this resulted in the first major campaign spotlighting a publisher on any of the DSPs. This project was so successful that it got TIDAL a spot in Sandbox's "Best Music Marketing Campaigns of 2021" (see page 59 of attached PDF).
 • Beatles Experience: Joe led this initiative which pulled together not only a curated view of the Beatles' discography, but also the discographies of all 4 members presented in the same place, which no other DSP does, to create an interactive experience showing various facets of the Beatles. Joe also created an R&B Beatles covers playlist, unique to TIDAL.
 • Credits Hub: Joe led and oversaw a new credits experience hub to spotlight the contributors behind the hits with TIDAL’s Written By / Produced By / Guest Instrumentalist curated playlists on platform, which tie together with TIDAL's credits feature.
 • Sound Quality: Joe made the decision for TIDAL to completely overhaul its Dolby Atmos and Sony 360 pages, creating an expanded home with playlist hubs for immersive spatial audio.

 Joe’s leadership is a guiding light for his immediate team, but it also shines across the entire TIDAL team, domestically and abroad. His reputation precedes him in a way that makes him the go-to person for birthing new ideas, connecting the dots for key people, problem-solving, and encouraging his teammates to do their best work.

 He also brings this positive energy to all his external work, where he creates valuable connections and partnerships with labels, partners, and managers and more. We are always confident and proud to have Joe be one of the faces of the TIDAL team, knowing he will represent us with class, a keen understanding of our mission and brand, and a passion for the musical experiences that we create.

 TIDAL has grown and evolved for the better during Joe’s tenure, and he has not only kept stride with every exciting step, but he has been instrumental in nurturing new opportunities and has dug even deeper into creative ways to keep TIDAL ahead of the curve in the DSP space.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Sandbox283-EOY-239357-managers.pdf>

**Submission #17**

**Samantha Juneman**

**(Head of Marketing & Services (SVP), ADA)**

Hello,

Samantha Juneman is a new employee for ADA and part of our new and reinvigorated global team and offering. She is incredibly passionate about Music Biz and always recommending internally for more contributions amongst our teams.

Overall, Samantha has an illustrious background for advocating for people, being an innovative young executive as well as being kind and generous with her time to support the great music business.

Thank You,

CAT KREIDICH

PRESIDENT, ADA

I am nominating Sam Juneman because she embodies everything the Music Business Association stands for and comes from – and I'd be nominating her even if I did not represent her :) She grew up in the world of sales and distribution through Jim Urie and Candace Berry and has seen the transition from NARM to Music Biz firsthand without being a staff member. Jeff Stoltz introduced us years ago and I'm so glad he did. She is now Cat Kreidich's second in command at ADA at just over thirty. Before ADA, she built the music strategies and tactics team at UMG under Mike Biggane. Today, at ADA she is leading a culture-shifting distribution company where custom artist partnerships take center stage.

https://www.musicbusinessworldwide.com/warners-ada-appoints-new-head-of-marketing-services-and-first-ever-head-of-product-integration/

https://www.billboard.com/music/music-news/40-under-40-billboard-full-list-music-industry-power-players-8530921/

**Submission #18**

**Tiffany Kerns**

**(Executive Director, CMA Foundation and Vice President of Community Outreach, Country Music Association, Country Music Association)**

As both Executive Director of the CMA Foundation, CMA’s philanthropic arm, as well as Vice President of Community Outreach for the Country Music Association, Tiffany Kerns has solidified herself as a thought-leader across both the national music education and non-profit landscapes. She had led the way in supporting the foundation’s mission and ensuring the survival of music education in schools as well as shown unparalleled dedication and advocacy to CMA’s members and those in the Music industry at large.

 Under Tiffany’s direction, CMA has adapted and enhanced a new set of strategies around membership development, retention and recruitment in order to more effectively create a member base that is informed, equipped and supported in their roles across the industry. Through programming focused on mental health and wellness, professional development, leadership, and financial security, CMA’s members can operate confidently and successfully within the industry. In addition to her work with CMA membership, Tiffany also oversees CMA EDU, a campus-based professional development program that gives college students a look into the music and entertainment industry and provides them with the tools they need to start a career in the industry.

 At the same time, the CMA Foundation has become one of the nation’s leading music education nonprofits, working to ensure every child in the United States has access to a high-quality music education and every music educator is provided the resources they need to create a thriving program. Tiffany has created an extensive network of music education advocates across the country that allows the CMA Foundation to work strategically to provide music programs with necessary resources through grant distribution and professional development. Recently, she led the charge in expanding the CMA Foundation’s existing initiative, State of the Arts (SOTA), with the launch of State of the Arts Study, in partnership with the Mr. Holland’s Opus Foundation and the Tennessee Department of Education. The program offers needs assessments and solutions to every single public school district within the state that would like to participate, as a way to more accurately understand the causes of inequities in arts education throughout Tennessee. Additionally, Tiffany is at the helm of the CMA Foundation Artist Ambassador program, which allows artists to participate in a variety of virtual activities, using their unique musical experience to share the organization’s awareness and advocacy efforts in support of music educators, students and parents as they continue to encounter challenges due to the impact of COVID-19.

 Through thoughtful direction and leadership, Tiffany has acted as a cornerstone in executing some of CMA and the CMA Foundation’s most impactful initiatives. With unwavering dedication, she has continued to push the envelope in order to create systemic change across CMA and the industry at large.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/12.1.21-Keith-Urban-School-Visit-Hillwood-High-School-FINAL.docx>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/10.20.21-CMA-Foundation-SOTA-Expansion-FINAL.docx>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/6.17.2021-CMA-Member-Programming-FINAL.docxx>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/CMA-Foundation-Celebrates-Tenth-Anniversary-By-Shifting-Its-Investment-Strategy.pdf>

**Submission #19**

**Erika Leone**

**(VP of Brand Marketing, SoundCloud)**

Erika Leone, Vice President of Brand Marketing, SoundCloud, is single-mindedly focused on amplifying SoundCloud’s place at the forefront of emerging music culture by driving the platform’s key differentiators -- such as the relationship between artists and fans, which is closer on SoundCloud than anywhere else -- in the marketplace.

Overseeing a team that includes SoundCloud’s brand creative studio, production and marketing, over the last year Leone led a slate of artist-led initiatives, editorial programming and content efforts to make the artist-fan connection even more powerful.

She launched “ Player One,” SoundCloud’s first-ever livestream gaming tournament that brought music and gaming together: Co-hosted by Rico Nasty and featuring eight emerging hip hop acts who went head-to-head in Fortnite’s Battle Royale, the three-hour event saw 700K+ views, 16M+ social impressions and was a top 10 most-viewed Twitch program in its time slot.

Expanding SoundCloud’s editorial programming, Leone oversaw the development and launch of “SCENES,” the award-winning music discovery series which spotlighted one of the hottest music scenes covered this year, Digicore, as well as the hyperpop movement, PC Music, and the sounds of East African Underground. In total the series received 1.7MM views to date.

Leone also spearheaded one of the most buzzed about experiential event series, “SoundCloud Next Wav,” at the A3C Festival and Conference in Atlanta. The free, one-day activation hosted over 3,000 local artists and music fans to foster creativity, connectivity, and artist career growth by day, and by night, an all-ATL live music showcase.

 She also transformed the company’s “First on SoundCloud” campaign into an emerging artist program, which invested in the journey of nine emerging artists to achieve their “first” major career milestone.

Watch SoundCloud's "SCENES" here:

<https://www.youtube.com/playlist?list=PLONXzCxU_aO5IAtpHV9xWrMSKVm1wbSyE>

Watch a SoundCloud Player One recap here:

<https://www.youtube.com/watch?v=aMjSMtIg7qk>

Check out the "First on SoundCloud" editorial platform here:

<https://firston.soundcloud.com/>

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/SoundCloud_Player-One-Recap1.pdf>

**Submission #20**

**Shauna Alexander**

**(Vice President and Global Head of Partnerships, SoundCloud)**

Shauna Alexander, SoundCloud Vice President and Global Head of Partnerships is responsible for building culture-shifting partnerships between artists and the world’s biggest brands to drive engaging and interactive fan experiences.

 In 2021, Shauna and her team delivered 70+ custom ad campaigns (up 80% YoY), including “SoundCloud Player One,” SoundCloud’s first-ever livestream gaming tournament in partnership with Adobe, Swiffer, and XBOX. Co-hosted by rapper Rico Nasty and featuring eight hip-hop acts going head-to-head in Fortnite’s Battle Royale, the three-hour event tied music and gaming together garnering 700K+ views, 16M+ social impressions and becoming a top 10 most-viewed Twitch program in its time slot.

 Shauna further increased SoundCloud’s presence in gaming by securing a deal with NBA2K for their annual global music search, “2K Beats: The Search.” Focused on discovering emerging artists to feature in the title’s next in-game soundtrack, the partnership gave artists the opportunity to be heard by millions of global players.

 In addition to driving high engagement with young fans, SoundCloud Player One and NBA2K reinforced the company’s position as a premium partner for artists and brands. SoundCloud saw a a 53% YoY increase in global revenue last year, with over 80% of advertisers returning to invest in SoundCloud custom partnership campaigns -- from Old Spice, who’s Smell Ready for Anything digital campaign and original track contest saw over 1K+ submissions, to Kia, who will have SoundCloud’s first global brand campaign and biggest brand partnership to date. With this significant brand partnerships expansion, SoundCloud has increased artist pay-outs three-fold YoY.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/SoundCloud-x-Old-Spice-Smell-Ready-for-Anything-Creator-Contest.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/SoundCloud_Player-One-Recap.pdf>

**Submission #21**

**Jenna Gaudio**

**(Chief Operating Officer, Vydia)**

Jenna Gaudio is a music and media technology executive who specializes in building, aligning, and scaling successful teams that deliver innovative, industry-leading products and outcomes. Gaudio currently serves as the Chief Operating Officer at Vydia, a media technology company that powers the business side of the music industry. Known for being an impactful catalyst for change and growth in an organization, Gaudio’s previous roles at Vydia include SVP Operations, VP Product, and Head of Marketing, leading the company with a strategic, agile plan at every inflection point, and allowing the company to continue launching a record number of industry changing products year after year. Prior to Vydia, Gaudio built and managed the marketing team at video ad tech company, Yashi, where she played a critical role in the company’s successful acquisition in 2015 for $33M by Nexstar Media Group.

 Focused on successful team building that leads to rapid innovation, Gaudio is most proud of the award-winning culture at Vydia that has led to the company being named a “Best Place to Work” for three years, as well as being honored as an Inc 5000 Fastest Growing Company in America four times.
 Gaudio has achieved many personal accolades such as being named a Top 50 Women in Business by NJBIZ in 2021, Product Leader of the Year in 2019, and won The American Business Association's awards for "Female Executive of the Year" and the “Women Helping Women” in 2018.

 Passionate about elevating the visibility and success of other women in tech, Gaudio serves as Executive Director of Jersey Shore Women in Tech, an organization that supports, educates, mentors, and develops a network for women in business. Gaudio graduated from Monmouth University Honors School with a focus on Communication and Media Studies and remains an active mentor to the community.

 Gaudio has also led partnerships with notable organizations including MusicBiz, a global network connecting, empowering, and educating the industry; SXSW, a conference that celebrates the convergence of tech, film, and music industries; Women In Music, a non-profit organization committed to advancing equality, visibility and opportunities for women in music; A2IM and their their newly launched Black Independent Music Accelerator program, a fellowship initiative with the intention of fighting for social and economic justice within the music industry by amplifying independent, Black-owned music businesses; and Propel Center / EdFarm’s Music Education programs to support the HBCU community. She also participates as a mentor, speaker, and supporter of several industry and community-driven programs including the All Stars Project, the Boys and Girls Club in Asbury Park, and HOBY’s annual leadership conference.

 Her charisma and success has led her to become a recognized role model within the tech community. Whether it be mentoring interns to giving seasoned professional advice from her own experiences, or coaching her direct reports, Gaudio continues to pave the way for more women to find their own success. She has created a large community of women who champion the idea of using their individual strength and ability to lean into difficult situations in order to positively affect their environments.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/MusicBizNextGen2021.png>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Jenna-SXSW-2.JPG>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Jenna_Gaudio_Product_Leader.jpg>

**Submission #22**

**Mariah Czap**

**(Co-General Manager / Head of Digital at Yep Roc Records, Yep Roc Records)**

Mariah Czap was promoted to Co-General Manager and Head of Digital at Yep Roc Records in August 2020, becoming the label’s first female General Manager in its 25-year history.

 She first joined the Yep Roc team as an intern in 2012 and officially started on staff as a Project Manager 9 years ago. Before her co-GM promotion, Mariah acted as Digital Marketing Manager, developing strategies that impact streaming and digital sales on a worldwide basis for the Yep Roc Music Group. Mariah has directed worldwide marketing campaigns for Watchhouse (formerly known as Mandolin Orange), Robyn Hitchcock, Born Ruffians, Tift Merritt and Blitzen Trapper, among others.

 In June 2021, Mariah was elected to the A2IM Board of Directors, helping guide A2IM in strengthening its mission of fighting for independent copyright holders through advocacy, education, and community. She also joined the A2IM Mentorship Committee, where she helps facilitate the logistics of the Mentor Program. The A2IM Mentor Program promotes the mission of music industry education and connection-building between independent music executives across all career stages.

 Mariah is dedicated to creating an environment with the rest of the Yep Roc team that encourages diversity, inclusiveness, empathy, and most of all a focus on creativity and support for the artists and the music the label has the privilege of introducing to the world. She also serves as an active member of Redeye Distribution’s Diversity and Intersectionality Committee, whose mission is to establish a diverse workforce that supports all traditionally disenfranchised groups and provide educational + training resources to current employees.

**Submission #23**

**Charlie Painter**

**(Business Affairs Manager, Redeye)**

Charlie Painter's role at Redeye as Business Affairs Manager is to recruit new artists and labels to work with across a wide range of genres. In the past year alone, he has helped bring diverse indie labels from around the world into the Redeye family including Kemado Group which includes Mexican Summer, Anthology Recordings, Kemado Records & Software, Soundway Records, Telephone Explosion, INVADA, and Bastard Jazz, among others. Through this, Charlie has been able to play an instrumental role in furthering Redeye's shared goal of providing truly independent distribution options for our diverse partners while continuing to build an incredible roster that we are excited and proud to work with.

As a global distribution company, it is important that our roster reflects the vast diversity of the communities that serve, and we continue to make this an area of focus. We’re very proud to work with labels such as Get Better Records, TULLE, Jazz Is Dead, Don Giovanni and Studio One to name a few, that are owned, operated and/or dedicated to giving a platform to traditionally underrepresented communities.

Lastly, as a large portion of Charlie's position calls for meeting with labels, artists, and industry partners in person, he will be relocating to NYC to join our team there this year. Redeye is a company whose foundation is built on strong relationships and communication with our partners and customers. We are excited for him to continue that with our team in one of the most well-known music cities in the world.

**Submission #24**

**Barry Daffurn**

**(President & Cofounder, Cinq Music Group)**

Barry is a record label executive, and A&R. He is the President and cofounder of Cinq Music Group, a record label, music distribution, and publishing company. Under Daffurn’s leadership, Cinq Music Group has been nominated for Billboard Latin Urban Label of the Year, accumulated 4 Grammy’s, and dozens of Billboard charting releases. Under Daffurn’s leadership, Cinq Music has deployed more than $250M dollars since 2019 acquiring music catalogs, including T.I., Beluga Heights (containing most of Jason Derulo’s biggest hits), Anuel AA, Luny Tunes, and a yet-to-be-disclosed $150M catalog from a latin music icon. Cinq Music has forged distribution partnerships with Janet Jackson’s Rhythm Nation, El Cartel (Daddy Yankee), White Lion, Rimas Entertainment, Rich Music, Kapital Music and most recently, regional Mexican heavyweights Rancho Humilde. Artists in the Cinq Music catalog include Janet Jackson, T.I., Daddy Yankee, Jason Derulo, Bad Bunny, Anuel, Ozuna, among many others.

 He has become in recent years a benchmark for the independent Latin industry, especially for leaders of genres such as Regional Mexican and Reggaeton. Day by day it looks for new talents that it promotes with innovative plans within the industry

**Submission #25**

**Ruth Woodward**

**(Creative Production Manager, Warner Music UK)**

Ruth Woodward

Creative Production Manager

Warner Music UK

#NEXTGEN\_NOW One To Watch Award nomination

Since joining the Creative Production team, Ruth has been instrumental in our attempts to move towards a better and more environmentally friendly supply chain for physical products, this forms one of the basis of our recent ESG commitments, the first of the major labels to initiate such a campaign.

Alongside colleagues within our production teams, Ruth has also brought vast amounts of knowledge and expertise to the table to create a designer’s guide, allowing the label and creative teams to select packaging with lower emissions in production, or with lower environmental damaging potential against plastic heavy based alternatives, whether that is sourcing card based packaging, using vegetable-based ink or sourcing recycled plastic for cassette shells.

Ruth also worked on a release which was one of our first UK releases to utilise recycled vinyl and packaging. The discs were manufactured using Optimal’s re-vinyl (https://www.optimal-media.com/PRESS/RE-VINYL/) method across the entire manufacturing run, this process uses offcuts from other coloured vinyl records to create unique, one-of-a-kind colour combinations, the outer packaging for this release was also all sourced from recycled sources

As further evidence of her dedication to sourcing environmentally friendlier formats. Ruth brough her usual ambitious and ‘can-do’ attitude to a recent extensive and far-reaching research project with one of our pressing plants in an attempt to use reclaimed plastic waste from the oceans as part of the vinyl compound itself, removing harmful waste from the ocean and attempting to reduce the potential environmental damage this waste can cause to marine life.

Outside of attempting to effect change within the sustainability of our physical releases, Ruth has also undertaken a coding course funded by the company in her spare time to develop a consumer facing app that will allow consumers to not only discover the material composition of their formats but to also highlight the local recycling capacity based on their location if they ever wish to dispose of the packaging in an environmentally protective way, hopefully reducing the amount of plastic that ends up being sent to landfill.

It’s a very innovative approach to both educating consumers on the packaging make up of their purchases, but also allows consumers to dispose of unwanted packaging in the most environmentally friendly way as possible, it has upscaling potential outside of a solely music product based application.

Ruth is also an active contributor in the company’s Women of Warner society, focused on highlighting and championing the impact and contribution of women within the music industry.

**Submission #26**

**Alex Brody**

**(Director, Indie Sales and Marketing, The Orchard)**

Alex's creation of Ten Bands One Cause, an album reissue campaign which sees ten bands reissue catalog titles on pink vinyl, has raised over $250,000 for The Red Door Foundation (formerly Gilda's Club). Originally founded by, and named for the late Gilda Radner, The Red Door Foundation is a community organization for people with cancer, their families and friends.

The Ten Bands One Cause campaign stretches across genres, and Alex has even worked across distribution companies to find bands and albums for the campaign. The campaign is done with all retailers.

<https://www.10bands1cause.com/>

<https://www.rollingstone.com/music/music-news/ten-bands-one-cause-2019-861051/>

<https://www.gratefulweb.com/articles/ten-bands-one-cause-announces-2021-vinyl-lineup-albums-benefitting-red-door-community>

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Screen-Shot-2022-02-02-at-3.06.30-PM.png>

**Submission #27**

**Cecilie Nielsen**

**(Director of Special Projects, Marauder)**

For this year’s #NEXTGEN\_NOW One To Watch Award at The Bizzys, Marauder nominates its Director of Special Projects, Cecilie Nielsen.

Ms. Nielsen has helmed the execution of Independent Venue Week since its inaugural stateside run in 2018. Thanks to her leadership, Ms. Nielsen was able to make the US iteration of Independent Venue Week the largest event of its kind in a mere four years, with over 450 shows across 367 venues in all 50 states, Puerto Rico and Washington DC.

Ms. Nielsen has appeared and been covered in a number of nationally and internationally recognized media outlets in the past several years, including Pollstar, Sirius XM Channel 106, Billboard, and AV Club, among others.

We are truly honored to have someone as extraordinary as Ms. Nielsen as not only part of our team but in the music industry as a whole. Outside of her work in the music industry, she has taken home gold at the US national handball championships and still performs and records as an original artist. Thanks to her work with Independent Venue Week and as a key figurehead in the contemporary US live music landscape, we believe Ms. Nielsen should be among your considerations for this year’s winner. We would be thrilled to have her featured as part of it.

Let me know if you or anyone else on the Music Biz 2022 or Bizzy Award teams would need any additional assets or materials, as I'm happy to deliver those as needed.

*Cecilie manages all aspects of Marauder’s special engagements from early conceptualization to on-site production. Cecilie’s work in music events started when she launched a live music non-profit at the age of 17. She went on to DJ in Copenhagen’s alternative club scene while working at one of Europe’s most prominent music venues. She came to New York City in 2016 where she went on to secure her Masters in Music Business from NYU. Since starting with Marauder in 2017, Cecilie has been instrumental in launching a new events and special projects department; she has overseen Independent Venue Week since its US inception in 2018 and grown the imitative 20 times over in just three years; she has overseen three consecutive editions of A2IM Indie Week and an ever-growing A2IM event portfolio.*

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/IVW21-Impact-Report.pdf>

**Submission #28**

**Charlie Davis**

**(Sr. Software Developer, Songfluencer/Preffy)**

Charlie Davis, software developer and founder of Preffy, an online platform that helps artists host competitions to see who can post the most liked or most creative video featuring their song. Preffy is the future of user generated content. Preffy and Davis, to date, have been featured in Billboard, Business Insider, All Access and Music Biz Weekly Podcast with Davis' most recent recognition, The Nashville Briefing's 2022 30 Under 30. Prior to founding Preffy, Davis worked as a web developer at Spotify and Laylo. In May 2021, Songfluencer acquired Preffy and Davis joined the team full-time as Senior Software Developer. Davis holds Bachelor's and Master's degrees from Cornell University's Computing and Information Science Department.

**Submission #29**

**HEATHER VASSAR**

**(VP, Marketing, EMPIRE)**

Within the past 2 years of EMPIRE launching a new Nashville division, Heather has been a change maker and a part of several high level career achievements and accomplishments for example below.

 Billboard Indie Power Players List of 2021
 Billboard Country Power Players List of 2021
 Billboard Women in Music Executive Honorees List of 2022
 Recording Academy Member

 Tenille Arts was our first EMPIRE Nashville artist to hit Billboard's Hot 100 Chart, receive a #1 at country radio and a platinum single all in 2021. Tenille made major history by being the first female to work alongside an all female team in creating "Somebody Like That". In the week of February first, she also hit Rolling Stone's Top 15 on the Breakthrough 25 Chart as one of the fastest-rising artists of the month. Tenille was also one of CRS's Country New Faces class of 2021 and CMT's Next Women of Country 2021. Tenille has surpassed 160 million streams through Spotify, Apple Music, Pandora, Slacker, Amazon Music, YouTube and others. Digital audience of over 700,000 and 172,000 lifetime Shazams. Tenille's latest record, Love, Heartbreak and Everything in Between has over 75 million streams to date. The current single, "Back Then, Right Now" is Top 35 on Billboard & Mediabase. Tenille was already recently named New Country Artist for the iHeart Awards and New Female Country Artist for the ACMs. She also just ended her first major tour with Lady A.

 In 2020, we launched the career of Sophia Scott who has already opened for The Jonas Brothers & Kelsea Ballerini on the Nashville dates, as well as collaborated with Iggy Azaela on Iggy's record, performing at Bridgestone Arena with Pitbull. Iggy was also recently a feature alongside Renee Blair on Sophia's single, "Knock Yourself Out".

 In 2020 and 2021, we entered the Americana space with Waylon Payne as our first Americana artist partnership w/ Carnival Music and Grammy winning producer Frank Liddell. Waylon Payne's ‘Blue Eyes, The Harlot, The Queer, The Pusher & Me’ (9.11) has landed on the “Best of 2020” lists for NPR, Stereogum, Garden & Gun, VICE, Rolling Stone, PopMatters, Nashville Scene, The Tennessean and more. The standout track “Sins of the Father” has been praised as a“rip-roaring, country-blues rebuke” (Texas Monthly) and “compelling, dynamic and listenable” (Music Row), but this was almost a record that never happened. Waylon landed on the following year-end lists: VICE noisey, Stereogum, Garden & Gun, Rolling Stone (proper) / Best of 2020 - Year in Music, Rolling Stone Country, “Sins of the Father” as a Top 20 Best Country and Americana Song of the Year, WMOT, Pop Matters, The Tennessean / Favorite Nashville-made Albums of 2020, Albumism, Boston Globe (Boston, MA) / Best Albums of 2020 - Folk and Country, The Philadelphia Inquirer (Philadelphia, PA) / Honorable Mention - Best Albums of 2020, All Music / 2020 Year In Review: Favorite Country Albums, Ditty TV / Top 50 Albums of 2020, Routes and Branches / Best of 2020, Farce The Music / “Shiver” as 2020’s Top 30 Songs, Country Queer. He also recently hit iTunes No. 2 Country Albums chart and No. 3 All Genre Albums chart following his appearance on CBS This Morning - Saturday, Country Music Hall of Fame and GRAMMY Museums, The Drop.

**Submission #30**

**Jorge Brea**

**(CEO, Symphonic Distribution)**

Jorge is the Founder and CEO of Symphonic Distribution, a 100% independent company offering full-service distribution, marketing, royalty collection, and more for record labels, artists, managers, and distributors alike.

 His career in the music industry started as a DJ/Producer at the age of 16, releasing over 45 vinyl records consisting of original music in what used to be a not so popular Electronic Dance Music scene. Jorge’s passion for music led him to tour and helped him expand his network of musicians, record labels, and producers, which fostered a spark of his own to create a business that would help other musicians just like him.

 In 2006, with no venture capital, no outside funding, and out of his parents home, he began his company, Symphonic Distribution, with one goal in mind: To make it easier for him and other musicians like him to get their music and message heard.

 The humble beginnings of this small startup company are long gone. His team has grown to have over 100 passionate music industry professionals in offices headquartered in Tampa, FL and footprints in major music markets like Brooklyn, Nashville, Bogotá, Mexico, South Africa and Brazil. What started as a small company has now distributed millions of songs and paid out millions to the independent music community.

 With his leadership and direction, Symphonic has been able to enter new emerging territories such as Brazil, Mexico, and Africa, signing acts like LIU Sabotage, TekniQ, Cacife Gold, Krawk, Renato da Rocinha, Mauren McGee, Goude, and Joe Kinni.

 With Symphonic entering its 15th year in business, Jorge led Symphonic to close a Series B of $37M dollars and facilitated expansions in Latin America, Brazil, Africa, and more. Symphonic has grown at a rate of 40% year of year since its Series A and continued in 2021. Additionally, Jorge has built out a strong C-Suite consisting of key and experienced individuals. 2022 will see Symphonic focus on acquiring regional distributors, copyrights and other IP as well as expand its technology offering.

**Submission #31**

**Sarah Figueroa**

**(CEO, co-founder, Geojam)**

Sarah Figueroa is the CEO and co-founder of Geojam. In 2020, her background in social media and music sponsorships led her to develop Geojam, a social music platform that’s trusted by some of the world’s top artists, including Mariah Carey, 24kGoldn, and Machine Gun Kelly. Sarah’s passion for blockchain and web 3.0 was the impetus to create Geojam’s native token $JAM in 2021, which is paving the future not only for artists but also for the entire creator economy. Sarah has successfully led Geojam through its transition from a sole web 2.0 social media app to a blockchain-based web 3.0 creator economy platform within the course of just over six months. During that time, $JAM has over $5.5M in pre-sales through a series of crypto launchpads, which Sarah navigated the team through. Sarah is a passionate leader and is helping Geojam become a staple amongst not just the music industry, but the entire creator economy to help people experience moments together. Sarah was recently accepted into Rolling Stone's Culture Council and is undoubtedly one of the next stars in the music technology landscape.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Geojam-JAM-Deck.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/JAM-Tokenomics.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/JAM-Overview.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/JAM-Whitepaper-Geojam-Official.pdf>

**Submission #32**

**Jennifer Turnbow**

**(Chief Operating Officer, NSAI)**

Jennifer Turnbow:
 1. Was instrumental in crafting and the adoption of the MUSIC MODERNIZATION ACT
 2. Helped lead NSAI's participation/strategy/songwriter witness selection for Copyright Royalty Boards III which led to the largest royalty pay raise for songwriters in history.
 3. She literally helped create the Mechanical Licensing Collective and serves on its Operations Advisory Committee.
 4. She was instrumental in adoption of language making all self-employed individuals in America eligible for government relief under the CARES ACT and was one of a small handful of individuals who worked with SBA on application language and formulas.
 5. Oversees the TIN PAN SOUTH Songwriter Festival.
 6. Oversees financial matters for THE BLUEBIRD CAFE.
 7. Oversees the day-to-day operations of NSAI

**Submission #33**

**Jacob Bawolek**

**(Founder & CEO, HyperValue)**

As a "full-stack" digital marketer and music business entrepreneur, Jake Bawolek launched HyperValue in 2019 (at the age of 22) as the first and only database marketing company specializing in the music industry.

 Now 24 years old, Jake's company works with top record labels in Nashville, TN (BBR Music Group / BMG, Curb Records, & more), promoting artists such as Lee Brice, Dylan Scott, Parmalee, and Jimmie Allen with an innovative, list-based advertising method. This approach has helped artists break their songs to country radio faster and more effectively, and has helped them earn CMA and ACM awards. HyperValue became a member of the Country Music Association (CMA) and the Academy of Country Music (ACM) in 2021.

**Submission #34**

**Vince Amoroso**

**(Head of Marketing, mtheory)**

As Head of Marketing for mtheory, Vince Amoroso helped strategize, organize and execute successful global marketing campaigns for a variety of marquee releases and events. Some highlights in the past year include the launch of Liam Gallagher’s biggest single to date with “Everything’s Electric” (Client: UROK Management) as well as his hugely successful livestream, ‘Down by The River Thames’. In addition, he helped launch Grammy-nominated recording artist, SOFI TUKKER’s sophomore album, “Wet Tennis” and first single “Original Sin” (Client: Punkdafunk Management). Vince has helped his clients amplify a multitude of viral single moments, most notably the resurgence of Tom Odell’s nearly 10 year old song, “Another Love”, which now has well over 500M streams globally and soon to go Platinum in the US. Vince has also spearheaded major consulting projects for a variety of partners inclusive of Spotify, and YouTube in the past year and continues to aim his sights on business development, new client acquisition, international marketing, and partner relations. Vince is excited for a breakout year from newest client Ashe (Client: Hooligan Management) who’s embarking on a nearly sold out tour of the US and Europe, as well as Masego (Client: EQT Management) who’s headlining Coachella this year and David Kushner (Client: EQT Management) whose debut single, “Miserable Man” has already been streamed over 20M times across DSPs in less than a month.

**Submission #35**

**Darren Briggs**

**(EVP of Rights Administration, Product & Technology, Songtrust)**

Darren's career in music has spanned publishing, recorded music, a&r, engineering, innovation, and minutia. His obsession with process improvement, high standards, compliance, and precision has been a guide throughout. With visibility into most of the changes in our industry from paper filing to AI, Darren knows that data is the fuel for all of our efforts. It's an honor to nominate him for consideration.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/177-c2b9cf1b11014f10a3567819f3bd390d/2022/02/Darren-Briggs-CV-JAN2022.pdf>

**Submission #36**

**April Bredael**

**(Creative Director, Tongue Tied Magazine)**

To whom it may concern,

I was first introduced to April Bredael through a serendipitous encounter on Clubhouse. I could not have expected to find someone as creative and talented as her, but now I consider myself lucky to call her a friend. In our first interaction, as she led an audio chat room, she exemplified her strengths for innovation, contribution, and collaboration. I am honored to recommend her, as I believe she is quickly becoming a pivotal figure in the next generation of the music industry.

April has all the vital characteristics for the 2022 #NEXTGEN\_NOW One To Watch Award. Because of her steadfast team-building nature, I believe April will make a stratospheric climb within no time at all. I have seen her career evolve since the first day we connected; now she is a peer moderator on the Music Industry Connections Discord channel, running the show on her terms. This venture helps open the door for those entering the music industry and connects professionals looking to mentor and find new talent. Via panels, industry professionals from leading labels such as 1824 and RCA Records have been able to field questions from young creatives building out their careers. Still, April’s idea to curate this specific Discord server has allowed for a more authentic approach to networking and meeting individuals who share similar interests.

April is not only connecting the next wave of talent but curating it as well. This is demonstrable from her work with Tongue Tied Magazine, which hosts commentary on song reviews. In addition, it focuses on portraying the stories of the creation of the music itself through in-depth interviews. April knows how to effectively straddle the line between producer, publicist, and A&R, engaging with readers who ultimately become listeners.

Further, April building a career for a stand-out artist, Ethan Jewell, can’t go unnoticed. I was incredibly proud to learn about her running a nationwide tour with him, and through that, she was able to highlight local artists within the different cities in which they performed. His career has grown ten-fold, and through innovative marketing, merchandising, and Tik Tok, April has helped a crucial spoken word artist to the forefront of the industry.

The Next Generation Award should be provided to a figure blazing a trail within their generation, and I can’t think of someone better suited for it than April Bredael. As an up-and-coming talent manager, I have been inspired by her and am grateful we connected. Her ventures demonstrate her selflessness, confidence, and continued devotion to building out a collective of inspired creatives.

**Submission #37**

**Kate Kaltenbach**

**(Manger, Membership Engagement, CMA)**

Kate has been a driving force in involving the youth of the music industry. She is head on the CMA EDU program, which impacts countless college students and connects them to mentors throughout the industry. Kate has been an integral part of my personal career and a phenomenal person to look up to. She is strong, personable, and extremely passionate about what she does. She also works very closely with CMA's non profit, CMA Foundation, and finds many ways to connect CMA EDU members to the Foundation. She has always been an inspiration to me. Kate has the phenomenal ability to make you think she is not overwhelmed and always has time to hear out and help the members of CMA EDU and is such a supportive character for so many students. She rarely gets recognized for the integral work she does and no one deserves it like her!