

The **Leading Light Award** is presented to a company or executive that has supported their staff via internal initiatives aimed at improving mental health, wellbeing and work/life balance.

Submission # 1

Andreea Gleeson
Chief Executive Officer, TuneCore

Since its inception in 2006, TuneCore has established itself as the leading digital music distribution and development platform for self-releasing artists. When Andreea Gleeson took over as CEO in 2021, she made it a priority to ensure that the company not only provided its artists with best-in-class distribution products and opportunities for career growth, but that its employees had the tools, resources, and support they needed to thrive both in and out of the workplace.

Having seen the benefits of the company's "Summer Fridays" program, in 2019, Andreea implemented "Wellness Fridays," a year round 4.5 day work week providing employees with the opportunity to maintain productivity while prioritizing their health, family, and home life. Supplementing "Wellness Fridays," she also introduced a flexible remote work policy that includes one full month of fully remote work during the summer for all employees.

In the office, the company regularly offers mental & physical health and wellness perks for employees including guided meditation breaks, sound baths, massages, Bring Your Dog To Work days, and more, creating a soothing work environment that inspires creativity while reducing stress. In addition to ensuring that employees have access to free and ongoing mental health services, Andreea invited Rosana Corbacho, a clinical and humanistic psychologist specialized in the unique challenges faced by music industry professionals, to host a series of workshops throughout mental health month on strategies and tools for managing stress and preventing burnout in the workplace.

Outside of the office, TuneCore offers employees access to mental and physical health support programs through partnerships with Oxford (sweat equity program), Calm and Gympass. Through the sweat equity program, employees receive up to \$400 in annual fitness reimbursements in exchange for regular gym attendance. Calm, an online meditation app, provides employees with free guided meditations, breathing exercises, and more to help combat anxiety and regulate the nervous system. Gympass, meanwhile, supports employees' mental and physical well-being by providing low-cost access to a wide range of gyms, training facilities, yoga studios and more. Employees also have the option to receive a free Apple Fitness+ and/or digital Peloton subscription as well as free access to one-on-one personal health coaching through Real Appeal, ensuring that employees can take care of their bodies and minds without incurring additional financial stress.

Andreea takes employee health very seriously, and as such introduced an unlimited sick day policy as well as 100% employer paid short term disability to allow employees to take care of themselves and not feel burdened by additional stress surrounding illness. As a parent herself, she expanded parental leave to 16 weeks paid leave at 100% of salary for new parents. For those who need it,

employees also have access to student loan repayment through BenefitEd. She's aware of the fact that student loans can take a toll on an employee's mental health and wellbeing, and wants to ease the financial burden as much as possible.

To allow employees to support the social causes important to them, Andreea also introduced a paid volunteer day that gives employees the option to volunteer at the charity of their choice. She also encourages all employees to participate in the annual Squad Easy initiative, a month-long global wellness and fitness challenge where staff compete in teams to reduce their carbon footprint and outrun, outwalk, and outcycle each other in addition to completing regular quizzes on mental health. Last year, Believe and TuneCore employees collectively walked 85 million steps, getting them outdoors, away from their screens, and contributing to their overall well-being.

TuneCore's employees only make up half of its true workforce; the other half are its artists. In 2021, Andreea noticed that only 28% of artists on TuneCore's platform identified as women. As a female CEO, she's acutely aware of the gender disparities across the industry and the unique challenges that women face in advancing their careers. In an effort to explore the reasons behind this low percentage, she launched the annual BE THE CHANGE: Gender Equity in Music Study in partnership with leading entertainment and media analysis research firm MIDiA Research, to identify why independent female and gender expansive creators remain underrepresented in the music industry, raise awareness of their challenges, and generate actionable insights to create tangible change across the industry. The 2023 study not only shed light on the discrimination that women and gender expansive professionals face in the industry, but brought attention to the especially high rates of mental health struggles they face as a result of working in the industry. Over 60% of those working in the industry reported they struggle with their mental health while the number climbs to 76% for women, 82% for transgender, and 89% for nonbinary individuals. The report recommended several low-cost mental health organizations (Music Minds Matter, Backline, MusiCares) and called on HR and leadership teams to help alleviate these struggles across the entire music industry.

In addition to leading the BE THE CHANGE Study each year, Andreea Gleeson also had the idea to turn one of the TuneCore office suites into a live performance room and initiated monthly in-office artist showcases where staff have the chance to connect in-person with our larger mission of supporting and serving independent artists. These performances also include food and drinks as well as a meet and greet with the artist, so TuneCore staff have the chance to truly connect with those on the other side of the product we provide.

As a result of Andreea's well-rounded commitment to our artists and the overall well-being of TuneCore employees across all levels and functions, TuneCore was recently named the third most innovative company in music by Fast Company, and was included on Crain's list of the Best Places to Work in New York in both 2022 and 2023.

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/219-ec129741364a3b07ca25d7800f285cd2/2024/01/2024-Bizzy-Awards_Andreea-Gleeson_Leading-Light-Submission-TuneCore.pdf

Submission # 2

HRDRV

HRDRV is a new company (a few years old) that fosters creativity while promoting mental health.

With 5,000 members, there are weekly mental wellness calls, frequent fitness training/talks, financial wellness seminars and more, on top of the music opportunities (production, writing camps, sync camps, etc).

HRDRV is the future of the music industry and takes into account all aspects of the industry.

Marcus Manderson, Da Fingaz, marcusmanderson@gmail.com

Is the nominee a Music Biz member – No

Submission # 3

Jazmine Valencia
President/Owner, JV Agency

VIDEO:

https://drive.google.com/file/d/1l_ISeZldCh6sT_f_W7qo0QDKtHv2ntN/view?usp=sharing

Stina Elgtberg, JV Agency, stinaelgtberg@outlook.com

Is the nominee a Music Biz member – No

Submission # 4

Joel Jordan
Founder and President, Synchtank

Joel has a passion for making sure that creatives get paid and he knows that accurate metadata is essential to achieve this goal. Synchtank is working with the the Northeastern University Music Industry Program to provide a metadata solution to support Good Dog Licensing, our student-run music licensing service. Not only does Joel have a passion for making sure that creatives get paid, he is helping to mentor and educate students about the importance of meta data in the creative industries.

David Herlihy, Northeastern University, d.herlihy@northeastern.edu
Is the nominee a Music Biz member – Yes

Submission # 5

Kristie Figueroa
Executive Secretary, My Journey To Today Foundation

She demonstrates their selfcare, stress management, and maintains exceptional work balance. Openly discussing mental health challenges and promoting a supportive work environment. Her commitment to balance not only enhances their own effectiveness but also inspires others to prioritize their well-being.

Paul Johnson, My Journey To Today Foundation, mjttfoundation@gmail.com
Is the nominee a Music Biz member – No

Submission # 6

Leah Ducey
Sr. Director of Digital, UMG Nashville

Leah and I met when I was still in college and desperately looking to land a job in music. We met her at an internship fair, where I informed her of my goals and she went out of her way to meet with me and then later recommended me for a job. I learned that Leah has lived quite the life in terms of her music career that I strive to achieve - she rose up the ranks at Epic Records in New York, then changed her scenery to be in Nashville where she landed a gig at UMG. Her journey has been an inspiration.

Since meeting Leah, I have looked to her as a mentor (it's been almost 5 years). She is always reaching out to check up on me, not just with my job, but in life. She often asks about my fiance and how I am handling his traveling job; our puppy; and about my family who live 800 miles away that I constantly worry about. Any time I need advice, whether it be for my personal life or for work, she is the first I go to and the only one I would trust to give me insightful AND honest feedback.

I was lucky when our work paths crossed again a few years ago when she recommended me for another job (my dream job and she knew it). That job landed me a spot on her team; she is now my immediate supervisor at UMG. Leah makes work fun because she is always making time for our team to get a chance to brainstorm our respective projects. She polls us each week to see where we struggle and makes time for us each to bounce ideas off each other. Aside from that, she meets with each of us weekly to make sure we are happy with how our projects are progressing and is always offering ideas based on the ideas we share with her. What's best about Leah is that she just loves and leads with positivity - always looking for the bright side of every situation. Anyone would be lucky to have her brain and her heart on their team!

Kacey Abitz, UMG Nashville, kacey.abitz2@umusic.com
Is the nominee a Music Biz member – Yes

Submission # 7

Mary Ashley Johnson

Executive Vice President, Sales and Artist & Label Services, US and Canada, The Orchard

Mary Ashley Johnson is the EVP, Sales and Artist & Label Services, US and Canada at The Orchard. Based in New York, Mary Ashley leads strategy while providing local distribution expertise, release strategy, and regional support to The Orchard's extensive roster of artist and label clients, while focusing on expanding their reach to global audiences.

Mary Ashley's remit includes oversight of The Orchard's artist services, radio promotion, label management, and sales functions for the US and Canada. In addition to driving revenue and market share to record highs, she also manages the teams responsible for client relationships and crafts high level strategy with key releases and clients across the teams.

The Orchard has celebrated many record breaking successes under Mary Ashley's leadership. In 2023, The Orchard delivered over 200 releases to the Billboard Top 200 chart. Her commitment to driving The Orchard's North American sales team and positioning the company as an industry leader resulted in the company's US market share hitting an all time WTD high of 8.57%. Additionally, Mary Ashley and her team helped drive over 117 billion total streams for The Orchard's artists in the US & CA alone, up 24% from the previous year.

Mary Ashley led and supported campaigns resulting in chart topping debuts from The Orchard with artists like Peso Pluma, \$uicideboy\$, Kelsea Ballerini, Bizarrap, Nas, Bad Bunny, and RAYE. Peso Pluma's "GÉNESIS" debuted at No. 3 on the Billboard 200 and is the highest ranking for a Música Mexicana album in the history of the chart. "GÉNESIS" was #1 on Spotify's Top Albums charts, and it became the all-time most streamed Música Mexicana release in one day globally on the platform. As a result, Peso Pluma capped off 2023 with 8 Billboard Latin Music Awards and 1 GRAMMY® nomination.

Under Mary Ashley's leadership, she manages the teams responsible for client relationships and high level strategy on key releases across several US and Canada offices. She is an avid supporter of employee-led organizations such as the Council for Equity and Progressive Action (CEPA) and Women of The Orchard (WOTO). WOTO began on International Women's Day and unites colleagues across all territories and encourages equity, and community for women throughout the global organization. Together, they share information about recent challenges facing underrepresented genders globally and provide a safe space for women in all countries to learn, organize, and take action. Mary Ashley is an active member and as a leading company executive, is a huge advocate for women in the workplace. She has been instrumental and heavily involved in helping The Orchard reach 50/50 gender parity in 2024.

Mary Ashley also serves as a mentor in the ELEVATE program, a 12-month professional development program customized for emerging, under-represented mid-level professionals to support their retention and career advancement. Fostering intercultural competence for

managers and inclusive leadership techniques for executives to instigate professional communities that are welcoming, supportive, engaging, and growth-focused.

Prior to joining The Orchard, Mary Ashley spent over 11 years at RED Distribution. She has been an employee of Sony Music for 29 years.

Renee Oliver, The Orchard, roliver@theorchard.com
Is the nominee a Music Biz member – Yes

Submission # 8

Mary Rahmani
Founder, Moon Projects

Mary Rahmani is a passionate advocate of mental wellness and mental health awareness in the music industry. She has spoken out on the issue as part of Music Biz's #NextGenU conference, the Women In Music Summit, and Hollywood & Mind's annual summit.

As part of her advocacy for mental health awareness in the music industry, Mary helps subsidize therapy for artists on the Moon Projects roster. This is cemented in Mary's label contracts with her artists.

Mary was recently featured in Forbes sharing her experiences navigating mental wellness while working in the music industry: <https://www.forbes.com/sites/cathyolson/2023/10/16/mind-reading-anxiety-but-make-it-pop-em-beihold-on-songwriting-mental-health-and-balance/?sh=1fce3fe61fcb>

Ally Norton, Moon Projects, ally@moonprojects.com
Is the nominee a Music Biz member – No

Submission # 9

My Journey To Today Foundation

I believe this company has demonstrated its hardworking dedication to foster awareness, provide crucial resources, and created a supportive community that positively crucial resources, and creating a supportive community that positively impacts the lives of individuals struggling with mental health challenges.

Paul Johnson, My Journey to today Foundation, mjttfoundation@gmail.com

Is the nominee a Music Biz member – No

Submission # 10

ONErpm

ONErpm is a digital music company that has been innovative not only in its approach to the music industry but also in its human resources (HR) practices. The company has implemented several groundbreaking HR processes that make it more competitive and human-centric on a global scale.

Remote Work Policies: Recognizing the changing nature of work, especially in the wake of the COVID-19 pandemic, ONErpm has been at the forefront of implementing remote work policies. By allowing employees to work from anywhere, they attract top talent from around the world and promote a healthy work-life balance.

Flexibility and Autonomy: ONErpm values autonomy and trust in its employees. They empower their teams to manage their own schedules and tasks, fostering a culture of responsibility and accountability. This flexibility allows employees to tailor their work to their individual needs and preferences.

Employee Well-being Programs: Understanding the importance of employee well-being, ONErpm has invested in comprehensive wellness programs. These initiatives include mental health support, fitness incentives, and access to resources aimed at promoting overall health and wellness among employees.

Diversity and Inclusion Initiatives: ONErpm recognizes the value of diversity and inclusion in driving innovation and creativity. They have implemented initiatives to ensure a diverse workforce and foster an inclusive culture where all employees feel valued and respected regardless of their background or identity.

Continuous Learning and Development: ONErpm is committed to the professional growth of its employees. They provide ample opportunities for learning and development through training programs, workshops, and educational resources. By investing in their employees' skills and knowledge, ONErpm ensures they stay competitive in the ever-evolving music industry.

Transparent Communication: ONErpm prioritizes transparent communication across the organization. From regular updates on company performance to open channels for feedback and suggestions, they ensure that employees are informed and engaged in the company's vision and direction.

Emphasis on Employee Feedback: ONErpm values the input and feedback of its employees. They have established mechanisms for soliciting feedback regularly, whether through surveys, town hall meetings, or one-on-one discussions. By actively listening to their employees, ONErpm can address concerns promptly and continuously improve its HR processes.

Overall, ONErpm's innovative HR practices demonstrate a commitment to creating a competitive advantage through its people while prioritizing their well-being and growth on a global scale. By embracing flexibility, diversity, and transparency, ONErpm sets a new standard for HR excellence in the digital music industry.

Bruna Ribas, ONErpm, merida@onerpm.com
Is the nominee a Music Biz member – No

Submission # 11

SaQuan A Johnson

Community Relations Specialist, MY JOURNEY TO TODAY FOUNDATION

Mjttf.com

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/219-ec129741364a3b07ca25d7800f285cd2/2024/01/Saquan-Leadership-Award-3-1.docx

Ajante Meyers, MY JOURNEY TO TODAY FOUNDATION, MJTTFoundation@gmail.com

Is the nominee a Music Biz member – No

Submission # 12

Tiffanie DeBartolo **CEO, Bright Antenna Records**

Tiffanie DeBartolo started Bright Antenna Records with a strong vision in mind, believing that “a song can change your life.” In creating this indie record label, she has forged a close-knit family, supporting not just the artists whose music she champions, but also her employees.

Tiffanie has created a workspace where employees are seen for more than just for their professional merits, acknowledging each as full people with complex lives. We are encouraged to know each other as friends, not just colleagues. With her careful thought into who she hires, and all the team building she promotes, it would be impossible not to be. On top of frequent team dinners celebrating our bands’ wins, post-show parties at her house, and full-day team outings, we’ve had many team retreats, traveling to various states, running 5Ks together, hiking, surfing, and forging relationships much stronger than days at a desk could create.

Our work lives and personal lives are integrated in such a way that both our triumphs and our hardships are recognized and respected. Tiffanie takes a genuine interest in what is happening with us outside of the office. She knows our partners personally, celebrates our weddings and children’s births, supports our outside hobbies and interests, encouraging our musical, artistic, and sports endeavors, and truly pays attention to each employee as an individual.

Tiffanie is also incredibly mindful of challenges that her employees might face. Going far above providing excellent health benefits and ample paid time off for illnesses and injuries, and flexible parental leave, she has implemented a policy to send each employee to a yearly personal development retreat of their choice, covering the costs of the retreat and travel and not having it count as vacation days.

Long before remote work became the norm with the pandemic, we had work-from-home Fridays. Now, though many choose to come into the office, several employees work out of state. Rather than setting hard and fast rules, employee’s schedules and hours can be flexible depending on what is happening with us outside of work.

Attached are several employee’s personal experiences with Tiffanie as our CEO, and the ways she has supported each of them.

A song can change your life, but so can a CEO and Tiffanie is changing the way a work environment operates, and the way each of employees approach their relationship with their career.

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/219-ec129741364a3b07ca25d7800f285cd2/2024/01/Tiffanie-nomination-Natalie.docx

https://musicbiz.org/wp-content/uploads/gravity_forms/219-ec129741364a3b07ca25d7800f285cd2/2024/01/Tiffanie-nomination-Matt.docx

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https://musicbiz.org/wp-content/uploads/gravity_forms/219-ec129741364a3b07ca25d7800f285cd2/2024/01/Tiffanie-nomination-Cielle.docx

Cielle Taaffe, Bright Antenna Records, cielle@brightantenna.com
Is the nominee a Music Biz member – Yes