

The **#NEXTGEN_NOW One To Watch Award** is presented to an executive under 40 whose work (professional and/or volunteer) has been exceptional, innovative, and stands out as a contribution to the industry.

Submission # 1

Alex Mas Cepero
Marketing Director, TIDAL

Since joining TIDAL at its inception in 2015, Alex Mas has played an integral role in positioning the company as a premiere partner for record labels and emerging artists globally. She's fully created and led the charge in relaunching TIDAL RISING – the internal initiative bridging music fans to the next emerging artists while providing financial, promotional, and marketing support for artists. The program has backed 1,500+ influential artists at the early stages of their career including alumni such as Alessia Cara, 21 Savage, A Boogie wit da Hoodie, Mr Eazi, Chloe x Halle, Joy Oladokun, Dua Saleh, KIRBY, Tifa, and more. Under her supervision, the TIDAL RISING program's 2023 class grew to 106 artists and distributed \$830,000 grants. More importantly, her projects and marketing prowess have contributed to philanthropic endeavors that have pushed boundaries including being a part of "TIDAL X" – the benefit concert series which raised money and awareness for natural disaster relief along with social justice efforts across the nation featuring artists such as JLO, Beyonce, Cardi B, Jon Baptiste, DJ Khaled, M. Lauryn Hill, and more.

Alex spearheaded 4 original artists documentaries, in-app playlisting, artist-led out-of-home takeovers, local print and broadcast press opportunities, and more for the up-and-coming artists a part of the annual project. All of which resulted in 33K video views, 19M out-of-home impressions, and 413K+ unique impressions on TIDAL's social channels to date.

In 2023, Alex fully took the reins of the TIDAL RISING relaunch from start to finish resulting in new funding for the newest class of 20 rising artists to watch. The relaunch on May 3rd has been seen by millions, utilizing both out of home activations and social media campaigns. She's also helped launch TIDAL LIVE with Lil Wayne and Alicia Keys taking over the platform as live playlisting DJs which brought thousands of fans to the platforms.

In October, she helped implement the TIDAL Artist Summit – a three-day event that brought together 30 indie artists and their teams across the US and Poland for workshops and presentations focused on financial well-being, music law, and entrepreneurship. The event featured 13 workshops and presentations and five experiential activations in four venues around NYC including TIDAL's own offices all with the mission to serve artists first.

Alex truly embodies the #NEXTGEN_NOW One to Watch Award as her contributions not only caused TIDAL to flourish as a streaming service and become a true artist advocate in building their businesses, but has directly impacted culture through raising money for various nonprofits

along with supporting creators financially to continue that impact in communities across the globe. She truly deserves the potential for recognition amongst her peers and beyond.

REFERENCE LINKS

- *Summit Highlights* – <https://docs.google.com/presentation/d/1BFj0E6JkkXQ5LdOasRXxdbZVYz0hWSddKw3KjUdX2mw/edit?usp=sharing>
- *Summit Recap Video* – <https://www.youtube.com/watch?v=mLSrEZKzlc4>
- *Billboard Mention* – <https://www.billboard.com/business/streaming/tidal-streaming-service-block-financial-services-1235544785/>
- *Recording Artist, GoGo Morrow, speaking on her Summit Experience in Galore Magazine* – <https://galoremag.com/gogo-morrow-dropped-her-latest-single-dont-stop-featuring-yung-bleu/>
- *TIDAL X Brooklyn* – <https://www.barclayscenter.com/events/detail/tidal-x-brooklyn-2018>
- *TIDAL RISING YouTube* – https://www.youtube.com/watch?v=qp7wUtnw8&list=PLTzbqTLLMTme7egqaA7Dqa_4SME8rRp9h
- *TIDAL RISING Georgia* – <https://www.thehypemagazine.com/2022/12/tidal-celebrates-homegrown-artists-with-new-rising-georgia-series/>

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/215-8e0bf0ac153192d858c87ccdf52497b8/2024/01/TIDAL-Artist-Summit-2023-Highlights.pdf

Shar Caesar Douglas, TIDAL, shar@tidal.com

Is the nominee a Music Biz member – Yes

Submission # 2

Alexander Baynum **Director of US Operations, Exploration**

Alexander moved to Nashville in 2017 to attend Belmont University where he earned his bachelor's degree and a double major in Music Business and Economics.

After graduation in 2020, he started work as an analyst for Exploration's joint effort with the Nashville Chamber of Commerce The Music Industry Report: 2020. Through this project, Alexander performed an economic impact analysis on operational information from the National Independent Venue Association (NIVA) and the Music Venue Alliance of Nashville (MVAN). This helped illustrate the vital role independent venues serve in the greater Nashville economy, not to mention prominent MSAs across the country. This helped to fuel the conversation surrounding emergency relief for independent venues in the wake of the pandemic, which culminated in the passage of the Save Our Stages Act.

Following the report, Alexander opted to join Exploration's ranks in the business development department. As Business Development, Marketing & PR Specialist at Exploration Group, he has led the company in signing over 130 new copyright administration deals - a testament to his business acumen, personable approach, and desire to support independent rights holders.

In 2021, Alexander co-authored, directed writing staff, edited, and published the highly anticipated second edition of How the Music Business Works. With editorial review from top music business programs, this updated edition captures the rapid changes in today's industry - from the Music Modernization Act's impacts to how the global pandemic has influenced music consumption. Alexander's leadership was instrumental in synthesizing current perspectives from students and professors across the country.

Outside of Exploration, Alexander also developed independent skills in marketing music to digital audiences. By curating highly targeted audience segments and implementing unique search and in-stream campaign strategies, he increased digital revenues by more than 2000%. For one client, he was able to bolster their subscriber base by over 120,000 in just one month.

Beyond his measurable business impacts, Alexander elevated Exploration's brand and industry presence. He fostered relationships with publishers, writers, and artists to establish Exploration as a preferred partner. His public speaking engagements at high-profile industry events such as the AIMP Summit in 2023 and the Digital Music News Pro panel "Missing Payments?" has expanded Exploration's reach in the community.

In his current role as Director of US Operations at Exploration group, Alexander is committed to resolving ownership conflicts, ensuring the utmost stewardship of musical copyright, and maximizing the value remitted to rights holders for their work. Alexander combines exceptional business development skills, marketing creativity, knowledge of music publishing, and an innate

ability to connect with people. At just 24 years old, he has already compiled a remarkable record of innovation and leadership. His talent and drive make him more than deserving of recognition among the Music Biz #NextGen Now One to Watch award winners.

Thank you for your consideration.

Aaron Davis, Exploration, aaron.davis@exploraiton.io
Is the nominee a Music Biz member – Yes

Submission # 3

Amanda Suriani
Vice President, Digital Account Management, The Orchard

Amanda Suriani is Vice President, Digital Account Management at The Orchard, the industry's leading global music distributor and artist and label services company operating in 45+ markets worldwide. Amanda has over 14 years of experience in the independent sector, overseeing client relations, sales, and retail strategy. In her current role, she is responsible for leading all digital business in the US and Canada while fostering relationships between labels and partners. She works closely with Spotify, Apple, YouTube, TikTok, Pandora, Vevo, Facebook, Instagram, and more.

Throughout Amanda's career at The Orchard, she has had a significant role in developing emerging artist campaigns within the independent sector. Amanda has led sales and retail marketing efforts for artists including Jorja Smith, Joyner Lucas, Kelsea Ballerini, RAYE, Jason Isbell, \$uicideboy\$, Nas, Caroline Polachek, and many more, as well as having helped cross over some of K-Pop and Latin's biggest names into the mainstream. Amanda has a strong understanding of the digital space and is equipped to adapt to the ever evolving industry, applying a unique creative lens to an array of artist and label release strategies.

Amanda has been instrumental to the success of some of The Orchard's biggest campaigns in North America. In 2023, The Orchard saw 279 title appearances on the Billboard 200; with 36 of those appearances being unique. Amanda's work towards the release of Kelsea Ballerini's Rolling Up the Welcome Mat helped the EP reach commercial success, with Best Country Album nominations at both the GRAMMY® and CMA awards. Rolling Up the Welcome Mat peaked at #48 on the Billboard Hot 200 chart, ranked #19 on Billboard's 50 Best Albums of 2023, #98 on Rolling Stone's 100 Best Albums of 2023 and ranked at #56 on Billboard's US Top Country Albums chart for 2023.

Since she joined The Orchard over eight years ago, Amanda has held various positions. From managing priority releases on the client services team to her current role, she continues to elevate releases from independent artists and expand their reach.

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

Submission # 4

Andrew Batey Co-Founder & Co-CEO, Beatdapp

At only 38 years old, Andrew's accolades and mantra of giving back has surpassed many in the music business. From raising \$150+ million for his own startups, investing in music tech companies himself, to having 40+ patents globally, putting together intimate industry dinners for those in music to learn from other power houses (most recently former UK PM Boris Johnson), and dedication to eliminating streaming fraud for artists/labels/DSPs. Andrew has been at the forefront of shifting culture in ways we might not often attribute to a type-casted data/tech person. Not to mention, all of this on top of solving the \$3 billion streaming fraud epidemic.

He's pulled the majority of weight in bringing streaming fraud to the music industry's attention. Without Beatdapp and Andrew's efforts, there wouldn't be headlines and calling out the amount of revenue lost or security measures being put in place to rectify the problem. Essentially, streaming fraud wouldn't exist in the industry's mind. More importantly, as an entrepreneur and leader, he's stepped up for his team and helped grow them from 3 people to 50+ in 4 years. He also leads company culture with unique initiatives to create vulnerability and trust, company events, trips, and specialized workshops to build team morale (including flying artists for company parties to give them one-of-a-kind experiences). To this end, Beatdapp has never lost a technical employee in the company's history. The #NEXTGEN_NOW One to Watch Award and all it stands for is embodied by Andrew in multiple facets (leadership, bringing major contributions to the industry, innovative, and exceptional). See below for a few more key highlights of Andrew's work:

- Partner with UMG, SoundExchange, and Napster for fighting fraud–
<https://www.billboard.com/business/streaming/beatdapp-universal-music-group-streaming-fraud-collaboration-1235585113/>
- Third party analysis across the music industry using 20 trillion data points to find, catch, and fight fraudulent streaming activity
- For example: Analysis helped shift market share back to ALL rights owns (including Indie artists) by over 20% gross points on a single platform
- Leader in solving multi-billion dollar annual problem or the music industry

Angela Abbott, TIDAL, aabbott@tidal.com
Is the nominee a Music Biz member – Yes

Submission # 5

Brandon Deroche **Founder & CEO, Propeller**

Brandon Deroche was ahead of the industry when he developed Propeller in 2016 with the mission to engage fans with causes by leveraging the platforms of cultural influencers. The digital marketing platform has since earned a reputation for helping artists give back while delivering strategic marketing benefits at the same time. Propeller has curated impactful campaigns for a diverse array of artists, including pop stars like Lizzo and Justin Bieber, as well as acclaimed festivals such as Outside Lands and Bonnaroo. The platform has become the go-to choice for artists and festivals seeking to leverage their influence for positive social impact.

What sets Propeller apart is its commitment to genuine advocacy. Unlike other platforms that are focused solely on monetary contributions, Propeller encourages fans to actively engage in important social issues. Fans sign petitions, volunteer, check voter registration, and undertake various actions to earn rewards and experiences from their favorite artists.

Since its inception, Propeller has experienced remarkable growth, boasting nearly 2 million users. The platform has successfully raised over \$8 million for a variety of causes, with users collectively driving more than 10 million actions in support of issues ranging from LGBTQ+ rights to Climate and Mental Health.

In a groundbreaking move in 2022, Propeller announced a multi-year partnership with the iconic Red Rocks venue. This initiative has not only raised hundreds of thousands of dollars but has also engaged fans at every show with organizations such as Human Rights Campaign, REFORM Alliance, NRDC, and more.

Brandon's impact has not gone unnoticed. He was recognized as one of Billboard's 40 under 40 in 2023, underscoring his exceptional contributions to the industry. His commitment to developing campaigns and marketing tools that create a win-win scenario for artists and causes has also earned him features in prestigious publications such as Variety and Pollstar. He's also a dedicated boss and leader who has instilled 1x a month mental health days for the Propeller staff in order to make sure the team always has time to rest and won't burnout.

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/215-8e0bf0ac153192d858c87ccdf52497b8/2023/12/Propeller-Founder-Brandon-Deroche-On-Helping-Artists-Use-Their-Platform-To-Build-Movements-For-Change-Pollstar-News.pdf

Annie Flook, Propeller, annie@propeller.la
Is the nominee a Music Biz member – No

Submission # 6

Bryan Bakke
Director of Business Development, Orfium

I'm a UK-based music and entertainment lawyer. A number of my clients have appointed Orfium as their ContentID rights management partner - and Bryan is the common thread. My clients LOVE Bryan.

Personally, I have had several positive interactions with Bryan. It's clear he cares deeply about the music industry, rights holders and creators alike. Bryan has provided a number of detailed and informed responses to my queries about ContentID monetisation (which frankly, isn't the most straightforward pocket of the music industry!); and I've experienced first hand Bryan sharing similar insights with the wider community via panels (e.g. at the Production Music Conference 2023 in LA).

Orfium are relative newcomers to the ContentID space but their market share has increased immeasurably over the past few years, and I would suggest a lot of their success is down to Bryan.

From my perspective, Bryan is the perfect candidate for this award and I recommend him for it wholeheartedly.

George Hyde, Music Affairs, george@musicaffairs.co.uk

Bryan is rising star in a unique corner of the music business and has been an accelerant to the business I run and great partner to work with. Through our work together, I've found Bryan at the bleeding edge of understanding new technology and rights that are part and parcel to running a business in music in 2023 and beyond. Orfium - the company Bryan works for - has remade parts of the digital rights landscape and provided partner like our company and opportunity to monetize music rights. To boot, I find him a good person, a straight shooter and someone who eschews the BS and delivers on promises. A rarity. I fully support his nomination for this award.

Brian Wahlund, Jingle Punks, brian@jinglepunks.com
Is the nominee a Music Biz member – Yes

VIDEO:

https://drive.google.com/file/d/1nGLBT0vJvt17ZKb1WzEp9yiuUjzdTUys/view?usp=drive_link

Jennifer Freed, Trevanna Tracks, jennifer@trevanna.com

Is the nominee a Music Biz member – Yes

Bryan Bakke has been instrumental in driving partnerships across the music industry during his tenure at Orfium. These partnerships have delivered substantial increases in revenue for labels, artists, publishers, and songwriters. Bryan's attention to detail, positive demeanor, and transparent dealmaking make him a great choice for the One to Watch award.

Tom Leighton, Anthem Entertainment, tleighton@anthementertainment.com

Ever since starting to work with Bryan a couple of years back, his passion and commitment to improving the music industry for rights holders has been evident. Bryan has a natural handle on a space that many find hard to navigate and make meaningful business decisions in. His advice, experience and ability to see a truly beneficial path for his clients and partners makes working together joyfully productive. Bryan happens to be an absolutely lovely guy as well as someone who clearly has an influential future career in music business ahead! Definitely Bryan Bakke, is one to watch!

Dan M.T Slatter, Cadenzabox, dan@cadenzabox.com

Is the nominee a Music Biz member – Yes

Bryan Bakke is a seasoned executive who has single-handedly impacted revenues for the entirety of the production music industry. Bakke has been a partner of ours for over 5 years, and throughout that short time, I've witnessed many of our members' company revenues improve drastically when engaging with Bryan and Orfium's UGC & YouTube solutions. His passion and dedication to the music industry have been driving forces since the start of his career! He started out working in the industry when he was just 16 years old, and has been committed ever since. I encourage you to honor Bryan in your upcoming award ceremony. Thank you.

Morgan McKnight, Production Music Association, morgan@pmamusic.com

Is the nominee a Music Biz member – Yes

I am thrilled to put forward Bryan's name for the Next Gen Now: One to Watch Award. Working alongside Bryan on projects like Musiqmesh and Orfuim has given me firsthand insight into his remarkable talent and commitment to the music industry.

Bryan's journey in the music sector started impressively early, at 16 years old, showing his lifelong passion for this field. Since then, his contributions have consistently pushed the boundaries of innovation and set new benchmarks for excellence.

This award would honour Bryan's significant contributions and provide a platform for him to continue influencing the industry positively. He deserves this recognition for his dedication and vision for the music industry.

Kinny Ahluwalia, Musiqmesh, kinny@musiqmesh.com

Is the nominee a Music Biz member – Yes

Submission # 7

Charlie Painter
Business Affairs Manager, Redeye

In the past 12 months, I have been heavily focused on continuing to build relationships with our current label partners, making sure that they're happy with Redeye overall and discussing potential areas where we can grow our business together where it makes sense. Being based in NYC, I'm fortunate to have the opportunity to have a lot of hangs and meetings with labels, artists, managers and industry partners in person, which can make a meaningful difference.

Some recent achievements include expanding the territories that we work with labels (based in the US and Internationally) including Beggars Group, Thrill Jockey, Soul Jazz, Carpark Records, Telephone Explosion, Grönland Records and Erased Tapes. With a strong focus on sustainability and thoughtful growth, we're looking to do more with the great partners that we already have strong relationships with while being open to considering opportunities that arise that could make sense for everyone.

Redeye is a company whose foundation is built on strong relationships and communication with our partners and customers. I'm excited to continue that with our team in one of the most well-known music cities in the world.

Laura Pittard, Redeye, laura@redeyeworldwide.com
Is the nominee a Music Biz member – Yes

Submission # 8

Charlie Wall-Andrews

Assistant Professor, SOCAN Foundation & Toronto Metropolitan University

To the esteemed panel of the Music Biz Awards, thank you for considering my nomination.

I am writing to self-nominate for the #NEXTGEN_NOW One To Watch Award, a recognition I believe aligns deeply with my commitment to fostering inclusion and diversity in music industry. I'm very much behind the scenes working to make the industry a better place for those most impacted by the inequities within the sector. My journey has been marked by significant contributions through research, innovative programming, and impactful community collaborations aimed at breaking down barriers for marginalized groups within this vibrant sector. I hope the information below provides insights into my work.

My dedication to understanding and dismantling the obstacles faced by these groups led me to pursue a PhD, during which, with the support of Music Canada, I conducted a national survey focused on identifying enablers and barriers to success in the industry. The findings of this comprehensive study highlighted the critical need for concrete actions, transparency, and accountability in promoting Equity, Diversity, and Inclusion (EDI). The recommendations I put forward emphasize integrating EDI principles across various organizational dimensions, including leadership, strategy, governance, human resources, and more, to ensure a more inclusive music industry in Canada. I've attached the report in this submission.

Beyond research, my role in creating and leading groundbreaking programs speaks to my commitment to actionable change. At Women In Music Canada, I initiated the Entrepreneurship Accelerator Program, now approaching its 5th cohort, designed to empower women and gender-diverse individuals with the skills to build their businesses within the music industry. The Leadership Development program, another initiative of mine, focuses on providing executive training and coaching to mid-level and high-potential women, aiming to cultivate a diverse pool of talent ready to ascend the ranks of music companies across Canada.

As the Executive Director of the SOCAN Foundation, I have spearheaded several programs that celebrate and advance diversity within the music scene. These initiatives include the Black Canadian Music Awards, Indigenous Songwriter Award, Her Music Awards, and the Young Canadian Songwriter Awards, among others. Perhaps most notably, the Equity X Production Mentorship Program, created in response to the Annenberg Inclusion Initiative and supported by RBC Bank, has educated 200 women and gender-diverse people in music production, marking a significant step towards inclusivity in this field.

The Incubator for Creative Entrepreneurship is another signature program I am proud to have developed. It provides talented artists with entrepreneurial training, mentorship, and a supportive peer network, enhancing their ability to thrive in the industry. The overwhelming interest in this program, with over 1000 applicants for just 20 spots, led to the creation of the

Creative Entrepreneurship Summit, further widening the impact of our efforts to educate and empower artists across Canada.

In addition to my work with the SOCAN Foundation, I am also dedicated to educating the next generation of industry leaders as a lecturer at Toronto Metropolitan University, and previously at the University of Toronto and Northeastern University. My teaching focuses on equipping students with the knowledge and skills necessary to navigate and positively influence the music industry.

My nomination for the #NEXTGEN_NOW One To Watch Award reflects not only my past achievements but also my ongoing commitment to creating a more inclusive, diverse, and equitable music industry in Canada, and beyond. I am thankful for you considering me for this prestigious award and am eager to continue my work in shaping a more inclusive future for the music industry.

Sincerely,

*Charlie Wall-Andrews, MA, MBA, PhD, CCIP
Executive Director, SOCAN Foundation
Professor, Toronto Metropolitan University
Vice-Chair, Music Canada's Advisory Council
Consultant, Women in Music Canada*

Charlie Wall-Andrews, SOCAN Foundation & Toronto Metropolitan University, contact@charlieandrews.ca
Is the nominee a Music Biz member – Yes

Submission # 9

Chris Dampier **VP, Publishing & Sync, TuneCore**

Chris Dampier, at 39 years old, is Vice President, Publishing and Sync for leading independent digital music company, TuneCore, and one of the most dynamic young executives in the music industry today. Since joining TuneCore in early 2019, Dampier has built the company's publishing administration business essentially from the ground up and turned it into a hugely profitable and dominant player in the music publishing industry.

In the past 12 months, Dampier continued to grow TuneCore's publishing administration offering by renewing the company's long term partnership with UK-based Sentric Music Group (which was more recently acquired by TuneCore's parent company Believe) to access their industry leading technology and direct global collection network to increase revenue opportunities for TuneCore publishing songwriters.

All five years since taking over TuneCore publishing in 2019, Dampier has led the company to double-digit y-o-y growth, with the past twelve months showing 20% growth from 2022 to 2023, and total annual revenue growth showing a 274% increase with Dampier at the helm.

As a leader within TuneCore, Dampier has made it his personal mission to educate rising songwriters on the ins and outs of publishing administration in order to put more money in the pockets of independent songwriters. Dampier has created and executed proprietary newsletters, workshops, in-person and virtual panels, speaking engagements, op-eds and more in order to ensure his songwriters are aware of the revenue streams available to them and to untangle the complicated web of publishing and make it understandable for all. To better achieve this, Dampier has developed premier processes to ensure data accuracy, yielding an industry-leading 99% verified song rate for TuneCore Publishing songwriters.

Not only a leader within TuneCore, but throughout the industry at large, Dampier sits on the Independent Publisher Advisory Council for the National Music Publishers Association, is a voting member of the Songwriters Hall of Fame and is a member of both the Association of Independent Music Publishers and the Guild of Music Supervisors.

Throughout his 10+ years of music industry experience ranging from roles at DSPs (SoundCloud) to major labels (UMG) to PROs (BMI) to the leading distribution, publishing administration, and artist development platform TuneCore, Chris Dampier has consistently succeeded as both an invaluable asset to his employers and an advocate on behalf of songwriters everywhere, and is truly deserving of this year's #NEXTGEN_NOW One to Watch award.

John Graffo, TuneCore, john.graffo@tunecore.com
Is the nominee a Music Biz member – Yes

Submission # 10

Einar Helde

Co-founder and Chief Commercial Officer, AIMS API

In an era where the confluence of music and technology dictates the pace and direction of the industry's evolution, Einar Helde stands out as a visionary leader whose work is setting new benchmarks in music discovery and search technology. As the co-founder and Chief Commercial Officer of AIMS API, Helde has not only pioneered the development of an AI-driven platform that revolutionizes how music is searched and discovered but has also demonstrated an exceptional ability to lead and innovate in a highly competitive and ever-changing industry landscape.

Innovation and Impact:

Under Helde's leadership, AIMS API has introduced "Prompt Search," a groundbreaking technology that transcends the limitations of traditional keyword-based search methods. This AI-powered solution enables users to search for music using natural language, effectively addressing the industry's long-standing challenges of bias, inconsistency, and inefficiency in music discovery. Helde's vision has thus far transformed the sync world, making it possible for creators, producers, and advertisers to find the perfect music match for their projects with unprecedented ease and accuracy.

Building a New Standard:

Einar Helde's journey of bootstrapping AIMS API from Europe, without VC funding, to collaborate with the world's biggest music companies, exemplifies not only entrepreneurial spirit but also a profound commitment to innovation and quality. Helde's approach to business—educating and collaborating with industry leaders to implement practical AI solutions—has delivered tangible value and efficiency in a sector ripe for transformation. AIMS API's success, evidenced by its extensive list of major production music company clients, marks a significant achievement in the democratization and accessibility of music search technology.

Leadership and Advocacy:

Beyond his achievements with AIMS API, Helde is a founding member of the International Production Music Group (IPMG), a branch of the International Confederation of Music Publishers (ICMP) dedicated to representing the interests of production music globally. His involvement underscores a commitment to shaping industry standards and fostering collaboration among stakeholders across the music landscape.

Einar is also the founder of a neighbouring rights company, demonstrating his dedication to advocating for musicians and artists in film and TV music. This company, which he grew from scratch, fights for the equitable remuneration of artists in Europe, ensuring they receive their rightful share of neighbouring rights. This venture further exemplifies Helde's passion for fair

practice and his capacity to create successful, impactful organizations within the music industry.

A Commitment to Real AI Solutions:

Helde's dedication to developing proprietary AI tools that "ACTUALLY work" sets AIMS API apart in an industry often mired in hyperbole and inefficacy. The practical application of these tools across various companies underscores a no-nonsense approach to delivering clear, measurable value through technology. This pragmatic yet innovative use of AI not only enhances the music discovery process but also champions the talents of artists and composers by ensuring their works are discoverable and appreciated.

Conclusion:

Einar Helde's exceptional work, both as a professional and a visionary in the music tech industry, perfectly embodies the spirit of the "#NEXTGEN_NOW One To Watch" Award. His contributions are not only innovative but have set a new standard for how music search technology can and should evolve. Helde's influence extends beyond the immediate benefits of his technological advancements, fostering a more connected, efficient, and creative music industry for all stakeholders involved.

By nominating Einar Helde for this prestigious award, we recognize not only his individual achievements but also the broader impact of his work on setting new paradigms in music technology, industry collaboration, and the global appreciation of music.

Fedor Filimonov, AIMS API, fedor.filimonov@aimsapi.com
Is the nominee a Music Biz member – Yes

Submission # 11

Erica Clayton **Vice President, Artist Support and Operations, TuneCore**

As TuneCore's Vice President, Artist Support & Operations, Erica Clayton has played an essential role in propelling TuneCore to the level of success it has achieved. At age 35, she has transcended the boundaries of her traditional role and established herself as a respected and vocal artist advocate and a strategic thinker shaping TuneCore's future. A rarity among many of today's high-ranking executives, Erica not only ensures the operational excellence of TuneCore's product offering, but is herself an independent multi-instrumentalist with a career spanning more than 20 years. With extensive knowledge and experience as both an executive and an artist, she is one of the most versatile and enterprising young executives in the music industry today.

Clayton joined TuneCore in 2019 as Director of Artist Support where she transformed the company's Artist Support department into an industry leader by identifying processes and operational efficiency opportunities to improve the customer experience and increase customer satisfaction. Since joining, she has grown TuneCore's Artist Support Team from 10 in-house agents to over 50 and launched Solvvy, a self-service tool that assists over 2200 artists per week immediately without needing to wait for the support team. As a result of her operational improvements, customer response time decreased from an average of 30 days to just 1 business day, providing independent artists with unprecedented support in distributing their music.

To make support as accessible as possible, she expanded support hours to 24/7 in six languages (previously only offered in English during US business hours) and empowered her team to act as customer support representatives across social platforms and through other nontraditional channels, reaching artists wherever they feel most comfortable rather than restricting them to traditional support channels. As a result of this expanded reach and service, TuneCore's customer satisfaction scores increased from 74% in 2019 to 90% by the end of 2023.

During her time as Director of Artist Support, she also oversaw the launch and development of TuneCore's copyright team. In 2020, she put in place a set of robust standard operating procedures; the team now works closely with TuneCore's legal team to minimize risk while providing top-quality support on behalf of artists everywhere. Last year, the copyright admin team worked tirelessly to substantiate DMCA claims, holds, documentation/license review, and other copyright-related issues or investigations in order to ensure independent artists are able to claim the money they are owed and aren't victims of copyright infringement.

In her time at TuneCore, Erica has held many different roles, including a brief stint overseeing the company's Artist and Partner Relations (APR) team where she helped unify the vision for APR and artist support, and established a VIP service to ensure that artists have access to bespoke service to help them overcome the unique challenges in their careers.

In 2022, Erica transitioned to her role as Vice President of Artist Support and Operations, taking control of five new departments and overseeing six offices with 140 employees in five countries - the US, Mexico, France, the Philippines, and India. In her time in this role, she's already implemented a quality assurance process for all operations, established a new video-specific rights management team in India, and established support and operations teams in the Philippines, India, France, and Mexico.

Erica has made a name for herself at industry events and conferences for her ability to break down complex topics into easily digestible language, helping artists and other members of the music industry gain knowledge and expand their expertise. As a result, Erica has become a key thought leader with regards to streaming fraud and will represent TuneCore on a panel about streaming fraud at SXSW 2024. She is also a regular speaker at leading customer service and music industry conferences including ElevateCX and Zendesk, SXSW, Bandsintown, AmericanaFest, and the Society of Composers, Authors and Music Publishers of Canada.

Erica is also passionate about giving back to her community. After years spent as a member of ElevateCX since 2018, she joined the Advisory Board in the summer of 2023 to oversee implementation of the ElevateCX Community Fund. In just six months, the Fund raised \$10,000 to support customer experience professionals who had recently been laid off or were otherwise facing uncertainty in the job market. The money provided them with direct financial assistance, resume reviews and interview coaching to support their career growth and recovery during challenging times. Previously, in an effort to support the growth of a more diverse music industry, she oversaw fundraising efforts to support the Pabst Smears Collective which organized around a yearly punk festival in Gainesville, FL. This collective raised money for local organizations focused on supporting women, trans, non-binary, and other underrepresented people, including the Gainesville Girls Rock Camp, Peaceful Paths, and MAMA's Club Gainesville.

Marissa Oliver, TuneCore, marissa.oliver@tunecore.com
Is the nominee a Music Biz member – Yes

Submission # 12

Erica Johnson **Creative Director, Vydia**

Erica Johnson is a dynamic and visionary marketing leader known for her transformative approach to building brands and crafting compelling marketing strategies. With over 10 years of experience in the marketing arena, Johnson has honed her skills across a wide range of industries, including technology, consumer goods, hospitality, and media.

Currently serving as Creative Director for innovative music technology platform, Vydia, Erica oversees the overall design and execution of strategic events and activations, as well as the creative strategy for various digital touch points. Leading the Creative Marketing team, Johnson contributes greatly to the professional and personal development of her direct reports, nurturing her team's growth through personalized mentorship and fostering an inclusive work culture.

Since joining Vydia in 2021, Erica's impact has been substantial to the company's overall growth. Johnson's notable achievements include, but are not limited to, growing the organization's social following by 90%, implementing new technology to enhance departmental efficiency, and launching a wide range of initiatives and activations to increase brand visibility.

Impactful initiatives Johnson led include the Vydia Experiences Program, offering exclusive benefits and perks to industry leaders and executives. This program fosters client rapport and builds relationships with key industry partners. Additionally, under Johnson's leadership, Vydia launched their Powered by event series, aimed to provide the Vydia community with equitable access to industry resources and vital information, as well as networking opportunities with industry power players. Erica is also currently spearheading the design and development of Vydia's e-Commerce site, set to launch this year. This initiative will provide Vydia and its clientele with an additional revenue stream.

Receiving her MFA from the prestigious University of Southern California, Erica has bolstered her expertise in brand development, integrated marketing communications, digital marketing, and experiential marketing to craft holistic campaigns that resonate with consumers. Beyond her professional endeavors, Erica is an advocate for diversity and inclusion in the marketing and entertainment space. She actively mentors aspiring marketers, sharing her knowledge and experience to empower the next generation of creative professionals.

Stephanie Riordan, Vydia, stephanie.riordan@vydia.com
Is the nominee a Music Biz member – Yes

Submission # 13

Erin Moorman
Marketing Coordinator, Syntax Creative

Erin Moorman achieved a Bachelor of Science in Entertainment Industry Studies from Delta State University and a Master of Arts in Business from Visible Music College, all before the age of 22. This impressive academic background laid the foundation for her multifaceted career.

Not only has Erin worked at a record label and successfully launched her own record label, but she has also dedicated time to education as an adjunct professor, imparting her knowledge through music business classes.

Her organizational skills and unwavering drive is evident in her diverse pursuits. With a track record of academic excellence and a proven ability to navigate the dynamic landscape of the music industry, Erin is undoubtedly a rising star. I have full confidence that she is someone to keep a close eye on as she continues to make waves in her career.

Timothy Trudeau, Syntax Creative, tim.trudeau@syntaxcreative.com
Is the nominee a Music Biz member – Yes

Submission # 14

Iasmine Amazonas Global Head - Institutional MKT, ONErpm

Iasmine Amazonas, at the age of 34, holds a significant position as the Global Head of Institutional Marketing at ONErpm. In this role, she plays a pivotal role in educating and engaging markets where ONErpm operates, driving awareness and building relationships with institutional partners such as record labels, streaming platforms, and other key stakeholders in the music industry.

Educating Markets: Amazonas is responsible for crafting and executing educational initiatives to inform stakeholders about ONErpm's services, value proposition, and industry trends. She develops marketing strategies tailored to different markets, taking into account cultural nuances and market dynamics to effectively communicate ONErpm's offerings.

Promoting Gender Diversity: Beyond her marketing responsibilities, Amazonas is passionate about promoting gender diversity within ONErpm and the broader music industry. She recognizes the importance of representation and empowerment of women in leadership positions. As part of her role, she spearheads campaigns and initiatives aimed at empowering women within the company.

Creating Empowerment Campaigns: Amazonas conceptualizes and executes empowerment campaigns that highlight the achievements and contributions of women at ONErpm. These campaigns may feature success stories, interviews with female leaders, and showcase the diverse talents and expertise of women across different departments within the company.

Advocating for Inclusive Practices: Amazonas advocates for inclusive practices and policies that support gender diversity and create equal opportunities for all employees. She collaborates with HR and senior leadership to implement initiatives such as mentorship programs, leadership development opportunities, and policies that promote work-life balance and support working mothers.

Building External Partnerships: Amazonas leverages her role to build partnerships with external organizations and initiatives that align with ONErpm's commitment to gender diversity and inclusion. This may involve sponsoring events, participating in industry panels and forums, and supporting initiatives that empower women in the music industry.

Measuring Impact: Amazonas ensures that the impact of gender diversity initiatives is measured and evaluated regularly. She tracks key metrics such as representation of women in leadership roles, employee satisfaction surveys, and diversity training participation rates to gauge the effectiveness of efforts and identify areas for improvement.

By leveraging her global role in institutional marketing, Iasmine Amazonas not only drives

business growth for ONErpm but also champions diversity and inclusion initiatives that empower women within the company and contribute to a more inclusive and equitable music industry ecosystem. Her dedication to education, advocacy, and empowerment serves as a catalyst for positive change within ONErpm and beyond.

Leticia, ONErpm, merida@onerpm.com
Is the nominee a Music Biz member – Yes

Submission # 15

Jacquelle Horton **Founder and CEO, Fave**

As the founder of superfan platform Fave, Jacquelle Horton has demonstrated visionary leadership in navigating and shaping the evolving landscape of fandoms and superfans. Her proven track record, including successful leadership roles previously at Google & YouTube, showcases resilience in steering Fave through challenging times, especially during the past 18 months when many startups faced crippling funding challenges. Jacquelle's unwavering commitment to her mission is evident in Fave's strategic expansion into various verticals, making her a standout leader. Her rock-solid presence, impressive communication skills, and ability to inspire confidence make her an exemplary candidate for this award, representing the forefront of innovation in the industry.

Her strategic launch of Fave with major music fandoms and the planned expansion into diverse verticals highlight her forward-thinking approach. As a leader, she exudes confidence and poise, leaving a lasting impression on investors, artist managers, and industry leaders alike. Jacquelle's impact on the intersection of technology and fandoms is profound and continuing, making her a true 'One to Watch.'

Jonathan Streetman, Rock Paper Scissors, jonathan@rockpaperscissors.biz
Is the nominee a Music Biz member – No

Submission # 16

Jazmine Valencia
Founder, JV Marketing Agency

VIDEO:

<https://drive.google.com/file/d/1cOw--V8XRaQgP57AyTm2MN8lgSToUG80/view?usp=sharing>

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/215-8e0bf0ac153192d858c87ccdf52497b8/2024/01/Jaz-and-I.pdf

Chrystina Heurman, William Morris Endeavor, chrystina.hiilani@gmail.com
Is the nominee a Music Biz member – No

Dear Award Committee,

I am thrilled to submit a nomination for The #NEXTGEN_NOW One To Watch Award on behalf of Jazmine Valencia, an outstanding executive whose unwavering commitment to mentorship has significantly impacted the music industry.

Jazmine has dedicated her time and expertise to mentoring numerous aspiring music industry students, embodying the essence of the award criteria. Her work stands out as exceptional, innovative, and truly contributes to the growth of the industry. Through her mentorship, Jazmine has not only shared valuable insights but has also inspired and empowered the next generation of music professionals.

One notable aspect of Jazmine's contributions is her ability to create meaningful connections between students and industry professionals. She goes beyond traditional mentorship by actively facilitating networking opportunities, internships, and collaborative projects. This innovative approach ensures that her mentees not only receive guidance but also gain practical experience in the industry.

Jazmine's impact is evident in the success stories of those she has mentored. Many of her mentees have gone on to achieve remarkable milestones in their careers, attributing their success to Jazmine's guidance and support. This ripple effect showcases the lasting influence she has on shaping the future of the music industry.

In addition to her professional accomplishments, Jazmine has volunteered countless hours to mentorship initiatives, demonstrating her passion for fostering talent and creating a positive impact beyond her regular responsibilities.

I am confident that Jazmine Valencia is the perfect candidate for The #NEXTGEN_NOW One To Watch Award. Her dedication, innovation, and outstanding contributions to mentorship make her a true asset to the music industry, and this recognition would be well-deserved.

Thank you for considering Jazmine Valencia for this prestigious award. If you require any further information or references, please feel free to reach out.

Kenzie Zauner, JV Agency, kenzie@jvagency.co
Is the nominee a Music Biz member – No

Submission # 17

Jessica Vaughn

Head of Sync, Venice Music; President, Head Bitch Music, Venice Music, Head Bitch Music

Having only worked as an executive in music for the last 10 years following her time as a full-time artist and songwriter, Jessica Vaughn has developed an incredible reputation and incomparable skillset in sync licensing, music supervision, custom music, songwriting, music production, A&R, advocacy, label management, and more. She currently holds positions including Head of Sync at Venice Music, as well as President of her own company, Head Bitch Music, and continues to write and release music under more than 25 different monikers.

Jessica joined Venice Music in 2021 to build their sync department from the ground up including creating all of their protocols (catalog management, pitching, legal, licensing, and administration), and has since increased their catalog from 300 files (September 2021) to 4700 files (December 2023). Some of her top syncs at Venice include “Changin” by Marieme in Grey’s Anatomy, “Built For Greatness” by Marieme in the trailer for Michelle Obama’s Netflix documentary The Light We Carry, “4EVA” by KAYTRAMINÉ featuring Pharrell Williams in the trailer for Doodles, “MONEY ON THE DASH” by Elley Duhé in the trailer for Stumble Guys, “Gorgeous” by Olivia Knox and “New Vibrations” by LiTTiE in Station 19, and CBS Morning Mixtape features for thuy, Äyanna, and Emily Mei. She also had placements in 2023 for Playstation, the Super Bowl, Venus Gillette, Apple, Fortnite Radio, ESPN, Bel-Air (Peacock), Survival of the Thickest (Netflix), and The Kardashians (Hulu).

As the Head of Sync at Venice Music, Jessica has built a diverse roster with notable artists including thuy, KAYTRAMINÉ, Elley Duhé, Shawn Wasabi, AMAKA, Äyanna, and Jordin Sparks. Recent achievements for Venice artists include thuy’s 1.2 billion views on TikTok, 6 million monthly listeners on Spotify, and earning a spot as a top 100 artist on Chartmetric. Her song “girls like me don’t cry” has achieved 845 million global streams to date, 100k Shazams in over 100 markets, and hit the top 25 on the Billboard Vietnam Hot 100, the top 10 US TikTok chart overall, and the Spotify Daily Viral Charts in Australia, New Zealand, Singapore, Indonesia, Japan, and Hong Kong. KAYTRAMINÉ debuted at #1 on the US Spotify Top Album Chart during the week of release for their self-titled debut album in 2023, along with reaching #3 in the UK and globally, and entering into the UK Official Charts Top 50. Apple Music supported the release with coverage on 112 Global New Music Daily playlists, a World First premiere for the single “Rebuke”, and a live in-person interview with Zane Lowe. They achieved a #1 placement on TikTok’s #NewMusic page, playlist adds for “Sossaup” on the #NewMusic, Featured, and Electronic playlists, and recently surpassed 4.1 million views on YouTube for the “4EVA” music video featuring Pharrell Williams.

Despite the recent strikes, sync licenses at Venice were up 200% (500%+ in May), revenue by 87%, and a 60% increase in quotes overall. Venice ended 2023 with an 87% increase over 2022 in confirmed gross income for the sync department.

As President of Head Bitch Music, Jessica puts out up to 20+ releases per week, working primarily with female and queer-identifying artists. With over 4k titles released since its inception in 2020, some of HBM’s notable artist releases include Natasha Bedingfield, MILCK, Brye, Cheyenne Jackson,

LAYNE, Catey Shaw, Transviolet, LA RHONZA, JPOLND, LACES, FLAVIA, Bellsaint, and Kids in America. The HBM catalog has achieved over 100 million streams on Spotify alone and has had syncs on shows including Lucifer, Bridgerton, Ginny and Georgia, Young Royals, Good Trouble, and Love Island among many others. HBM also generates over \$200k a year in custom music, with recent projects including My Little Pony Theme Remix EP (Hasbro), My Little Pony Multi Genre EP (Hasbro), Peppa Pig Theme Remixes (Hasbro), Paramount Music Library (Paramount), Tonies Holiday Album 2023 (Boxine), and the Pretty Little Liars: Summer School theme song (Warner Brothers/MAX).

Jessica fiercely and ardently fights for women, LGBTQIA+, and other underrepresented and underserved communities in the music industry. She regularly holds office hours at Venice to educate artists and prevent the gatekeeping she experienced early in her career. Over the past year alone, Jessica has been featured in articles discussing sync licensing, custom music, succeeding as a woman in a male-dominated industry, putting humans first in the music industry, the Hollywood strikes, and more with Billboard, Hollywood Reporter, Hypebot, Authority Magazine, Synchtank, and The New Music Business Podcast with Ari Herstand. She has participated in and moderated panels including the "LGBTQ Panel in Partnership with The Ally Coalition" as part of the GRAMMY In the Schools Fest and the 2023 AIMP Global Music Publishing Summit panel "LGBTQIA+ Trends in Sync" put on in partnership with GLAAD. She also spoke at Music Biz 2023 on the panel "Redefining Music Licensing for Web3, Podcasts and Beyond" and at NOLA MusiCon on the panels "In Perfect Sync: Licensing and Song Placements" and "How Do You Know When You Need A Manager?". Jessica has also received industry awards and honors including being listed in Billboard's Top 40 Queer Music Executives, Top 24 on The Voice Season 2, first place in the USA Songwriting Competition Folk Music category and third Overall, #3 on the Billboard Heatseekers Chart, #1 song on Shazam's Discovery Chart with Bridgerton's "The End" and more. She's also an active member of the Songwriter and Composer Wing at the Recording Academy, a Recording Academy voting member, Grammy U Mentor, Women in Music member, Friend of the Guild (GMS), member of the CCC, a part of Women Sound Off, and is a Co-Founder of the Web3 Music Rights Group.

In addition to her work in music, as a victim of sexual assault, Jessica is a California Certified Counselor Advocate for Sexual Assault and Domestic Abuse Survivors where she heals herself and helps others do the same, as well as raising awareness of rare diseases, including her own-idiopathic condylar resorption, and others that are underfunded and not supported by health insurance companies.

Supporting Materials

GRAMMY In The Schools Fest 2023 (LGBTQ Panel) - https://youtu.be/hVP_P0wYlPk

AIMP Global Music Publishing Summit (LGBTQIA+ Trends in Sync) -

https://youtu.be/wt_jsoFURKk

Zachary Gulino, Jaybird Communications, zach@jaybirdcom.com

Is the nominee a Music Biz member – Yes

Submission # 18

Jillian Rutstein

Sr. Director, Digital Marketing & Creative Synch, Prescription Songs and Amigo Records

On top of being the sole marketing person at Amigo Records, Jillian has also built out the Prescription Songs social presence gaining over 15,000 followers on their Instagram and creating a IG live series which showcases the company's songwriters and staff for others to learn more about the company, their writers, and their journey to becoming a successful writer and/or artist. Since she started working at the company almost 10 years ago, Jillian has always worked to give songwriters a face and a voice since they're very much the unsung heroes of the music industry. Jillian spoke on the keynote panel at the Music Biz conference last year in Nashville (May 2023) to discuss the topic "Leveling the Playing Field of Music Discovery on TikTok." Most recently, she has been instrumental in the artist development and marketing of two incredible talents on the rise, SNOW WIFE and LU KALA.

SNOW WIFE highlights:

SNOW WIFE has only been releasing music for a little over a year, but since then Jillian has been able to help secure some major opportunities. Since her latest single "American Horror Show" dropped - SNOW has accumulated 49 million+ streams on Spotify alone (landing her two covers of Spotify's SALT editorial playlist), #2 on Spotify's US VIRAL editorial playlist, as well as breaking the Top 10 at #7 on TikTok's US Viral Chart. With almost 500,000 followers on TikTok, "American Horror Show" amassed over 150,000 user-generated content videos. Her YouTube following grew rapidly last year gaining her 300,000 subscribers and over 22 million views across all of her music videos. In November of last year, SNOW's music had a collective 1 billion views across all UGC videos. In 2023 SNOW was a guest on The Travis Mills Show on Apple Music, Evan Blum's podcast, well as the Zach Sang podcast. Most recently, Jillian was able to help secure SNOW as one of Spotify's Pop Rising Artists To Watch of 2024.

LU KALA highlights:

With over 100 million streams collectively across her past 3 singles, Jillian has helped land multiple Spotify billboards in New York and Toronto as well as New Release banners for every release on TikTok. As an artist signed to an indie label, she's been able to help secure multiple emerging artists programs across the largest social platforms and DSPs. LU KALA was chosen as one of the artists in TikTok's first ever emerging artist campaign in 2023, an artist in the IG Reels GEMS program, one of Vevo's DSCVR artists of 2024, and chosen to be a part of Spotify's 2023 Wrapped campaign highlighting LU KALA's streaming success in 2023. Jillian has been a part of helping LU KALA break the Top 10 on the TikTok Viral charts with her single "Pretty Girl Era" as well as amass almost 300,000 UGC videos with uses by celebrities like Eva Longoria and Serena Williams. In February of 2023, LU KALA featured on Latto's single "Lottery" which was the #1 most added song to Pop and Rhythmic radio, and they performed it together at the Billboard Women in Music Awards.

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/215-8e0bf0ac153192d858c87ccdf52497b8/2024/01/LU-KALA-Spotify-billboard.png

https://musicbiz.org/wp-content/uploads/gravity_forms/215-8e0bf0ac153192d858c87ccdf52497b8/2024/01/Copy-of-SNOW-WIFE-ONE-SHEET-4.pdf

Alexandra Greenberg, Falcon Publicity, agreenberg@falconpublicity.com
Is the nominee a Music Biz member – No

Submission # 19

Jordan Greml **Head of Product, Songkick**

As the General Manager at Songkick (and Jordan's boss), I would like to nominate Jordan Greml for the exec bizzy award for under 40 music execs.

Jordan is part of my executive team at Songkick which also includes Simon McCabe (VP, Technology) and Michael Baskerville (Snr Business Development Director). Our office is based in Hoxton Square, London's tech hot-spot. Songkick's diverse and talented team is made up of over 32 hybrid-working employees. Jordan leads two product teams and is responsible for developing Songkick's Fan and Artist products including our fan app and tour marketing platform Tourbox.

Jordan is hugely respected in the live and ticketing industry. I hired him as Head of Product at Songkick in June 23 and although I have only worked with him directly for six months, his impact at the business, the team and partnerships has been impressive. For Jordan it's all about the Artists and the Fans. He is passionate and dedicated to building sustainable careers for Artists. He has a true "fan centric" approach and builds all products through that lens. Jordan is truly "purpose driven" and shows up every day to make a difference in the music industry. He is a charismatic leader, a natural coach and mentor, generous with his time and is the epitome of a "team player".

Jordan started his career at Sirius XM as a Programme Director, where he got his first taste of working in the music industry and with artists. He left Sirius XM to join Spotify, based in New York, where he rose through the ranks to Head of Artist & Fan Development. During his seven-year tenure, he led teams responsible for launching well-known industry products, including Spotify Fans First, Spotify for Artists, and the first Spotify Fan Insights tool. He then joined Sofar Sounds and subsequently Dice, where he held the role of VP, Artist Development and worked with artists and their teams to utilise data from the live music sector to develop their careers. Prior to Songkick, Jordan was VP Product, Creator Services for Utopia Music.

Jordan's list of accomplishments is inspiring. At Dice he developed ticketing products with 100% fan satisfaction ratings. At Sofar he grew content consumption across all fan channels by 50%, developed products to raise over \$100k in donations for artists during Covid and grew awareness of Sofar through new deals with DSPs, driving millions of streams & dollars for Sofar artists. At Spotify he oversaw a team of 17, including PMs, engineers, analysts, and project managers. He was instrumental in developing discovery mode significantly growing artists' audiences and revenue.

I am extremely excited for the future of Songkick and thoroughly enjoy working closely with Jordan. With him at the product-helm, Songkick is laser-focused on enhancing its B2B and B2C offer to ensure the very best data is available for artists and partners. With Jordan leading product management we're in a great position to build innovative life changing products for both fans and artists all around the world.

Sarah Jones, Songkick, sarah@songkick.com
Is the nominee a Music Biz member – Yes

Submission # 20

Jorge Brea **CEO / Founder, Symphonic Distribution**

Jorge Brea, the visionary CEO of Symphonic, epitomizes the spirit of #NEXTGEN_NOW One To Watch Award. His remarkable journey in the music industry, beginning at the age of 15, has been characterized by relentless innovation, strategic expansion, and a deep commitment to empowering artists and fostering diversity in the music industry. Jorge's career in music began with a contest win at age 15, leading to his first commercial song release. By 16, he had already produced 45 music vinyl records, showcasing his early talent and dedication to the craft. However, facing distribution challenges, Jorge identified a crucial gap in the industry for independent artists like himself.

In 2006, Jorge founded Symphonic from his parents' home, driven by a mission to democratize music distribution. Without external funding, he built Symphonic into a significant force in the digital distribution space. Today, Symphonic stands tall with over 160 professionals across 11 countries, distributing millions of songs and impacting the independent music community. Under Jorge's leadership, Symphonic has expanded into key markets worldwide, including Canada, Mexico, Colombia, Argentina, Brazil, Puerto Rico, the Dominican Republic, Spain, Ireland, South Africa, and Nigeria. This expansion reflects a commitment to musical diversity and global inclusivity.

Symphonic's innovative in-house tech team has developed proprietary technology, including SplitShare and TransferTrack, both patented. These tools offer artists major-label-like features, marking significant technological advancement in the industry. The company's financial trajectory is impressive, with a 50% annual growth rate, \$100M in revenue, and substantial private equity investment. Jorge's strategic vision and effective leadership have been pivotal in this success. He has been recognized as a Billboard Power Player for his contributions to the music industry in the US and Latin America.

Jorge's dedication to empowering underrepresented voices is evident in Symphonic's Women Empowerment Program, which has connected 165 mentors with 340 mentees across Africa, Brazil, Canada, Colombia, Mexico, Puerto Rico, and the US. Additionally, Symphonic's numerous networking events in Canada, Mexico, Colombia, Brazil, Puerto Rico, and Nigeria, have attracted over 1,100 attendees, this year alone, emphasizing Symphonic's efforts in nurturing talent and encouraging cross-cultural collaborations.

Jorge Brea's journey from a young, aspiring musician to the helm of a flourishing independent music distribution company is a testament to his innovative spirit, business acumen, and unwavering commitment to the music industry. His contributions have not only empowered artists worldwide but also reshaped the landscape of music distribution and technology. It is for these reasons that we believe Jorge Brea is an outstanding candidate for THE BIZZYS 2024 #NEXTGEN_NOW ONE TO WATCH AWARD. His leadership, innovation, and impact make him a true beacon for the next generation in the music industry.

Janette Berrios, Symphonic Distribution, janette@symdistro.com
Is the nominee a Music Biz member – Yes

Submission # 21

Kadijat Salawudeen

CEO / Strategic Partnerships & Events Lead, Girls Who Listen Inc.

I am nominating Kadijat to be considered for a Bizzy Award due to her amazing work she's done with Girls Who Listen Inc. Girls Who Listen is a nonprofit with the goal of uplifting and supporting a diverse community of women who either interested or aim to work in the music industry. Through this amazing non-profit, Kadijat and our amazing team has created many events to help highlight this beautiful community. Also, as an intern working with Girls Who Listen, I can personally say Kadijat values growth and creating opportunities. As a student who was looking for opportunities, Kadijat was the first to give me one and help me grow and learn more about the music industry through our events. Thanks to Kadijat, many of us can say we have been exposed to various opportunities that has allowed us to grow, while building an amazing community!

Jennie, Girls Who Listen Inc., kadijat@girlswholisten.org

Is the nominee a Music Biz member – No

https://www.dropbox.com/scl/fi/ot44zjs6nvdq2nf3jj3mk/IMG_6012.MOV?rlkey=lpd37q1g2jh6i7i8xnb865hut&dl=0

Gina Martuscello, Girls Who Listen Inc., gina@girlswholisten.org

Is the nominee a Music Biz member – No

As a recent member of the team, Kadijat has been nothing but accommodating, considerate, and dedicated to her craft. Every meeting we have, every conversation shared, every interaction made, Kadijat shines brightly every time. She dedicates so much time and energy to Girls Who Listen Inc., ensuring that the younger generation is provided with the necessary resources needed to succeed in the music industry. She does not slack off or beats around the bush when it comes to her tasks. All her efforts are executed with precision, detail, and efficiency. I am incredibly honored to be interning for the non-profit under Kadijat's care. She is incredibly reliable and hard-working, and I cannot think of anyone else more deserving of this honor.

Angelica Garcia, Girls Who Listen Inc, angelica@girlswholisten.org

Is the nominee a Music Biz member – No

As a team member of Girls Who Listen, Kadijat has been a fantastic person to work with. She is extremely passionate about the work she does and is dedicated to creating a space for women

in the music industry. Not only is Kadijat very welcoming to everyone on the GWL team, she is also very professional. She is always on top of multiple projects at once and provides clear communication while giving people the opportunity to contribute their own ideas. Kadijat is a great leader and has accomplished so much in the short time Girls Who Listen has been around including putting together songwriting camps, mentorship programs, and educational conversations with industry professionals.

Lauren Brennan, Girls Who Listen Inc, kadijat@girlswholisten.org
Is the nominee a Music Biz member – No

Women in all industries face immense challenges when making a name for themselves. In the music industry, we have seen predatory and misogynistic practices that discourage young women from pursuing the career path they are most passionate about. Girls Who Listen provides mentorship and opportunities that allow young girls to grow professionally in a safe space. Kadijat's role in facilitating this program is admirable and something we should continue to see in the industry.

Johanna Mendoza, Girls Who Listen Inc., johanna@girlswholisten.org
Is the nominee a Music Biz member – No\

I am thrilled to nominate Kadijat Salawudeen for the 2024 #NEXTGEN_NOW One to Watch Award. As the CEO and Strategic Partnerships & Events Lead of the non-profit, Girls Who Listen Inc., Kadijat has demonstrated exceptional leadership, dedication, and a profound commitment to making a positive impact in supporting women within the Music Industry. Kadijat's leadership as the CEO of Girls Who Listen Inc. has been transformative. Under her guidance, the organization has empowered countless young women by providing them with a platform to amplify their voices and have access to collaborative and informative events. She also has been instrumental in establishing strategic partnerships that have significantly expanded the reach and impact of Girls Who Listen Inc. Not only has Kadijat excelled at running a non-profit organization, she also is an inspiration to me with what she has accomplished within the last several years. Kadijat is definitely one to watch for 2024!

Lilly Streeter, Girls Who Listen Inc, lilly@girlswholisten.org
Is the nominee a Music Biz member – No

Kadijat deserves to be nominated for the #NEXTGEN_NOW One To Watch Award. I work alongside with her for the non profit, Girls Who Listen, and her passion to create a space for the next generation of women in music shines through her work, her leadership and her presence. Girls Who Listen has flourished and grown over the years, and it's admirable and inspiring to see

how much of her time and energy she has dedicated into finding new resources for women to saturate the music world in a positive and great way. Through the resume building workshops, informative and educational panels featuring powerful women in the industry, networking opportunities, events centered around celebrating women, and many other moments revolved around shining a light for women and creating more space for us within this competitive, male driven industry, it's evident she's making a great effort and strides to make effective changes in the ways she can. I applaud her for boldly making the initial move in creating the organization, and am proud to know she's continuing to take the leap and represent all of us by paving the way us women can also have a seat at the table.

Janice Lee Lazaro Nieto, Girls Who Listen Inc., janice@girlswholisten.org
Is the nominee a Music Biz member – No

Submission # 22

Kira Karlstrom

Head of Label Relations, Content Development & Programming, Twitch

Kira is a proven connector and thought leader! Her experience in creative roles at ESPN, Marvel and Capitol Records combined with her enthusiasm and unrivaled ability to build relationships have prepared her for current role at Twitch working in partnership with UMG, our labels and artists to build unique experiences for a community that is crucial to connecting our artists with their most vital fans!

Todd Goodwin, Universal Music Group, Todd.Goodwin@umusic.com

Is the nominee a Music Biz member – Yes

Kira Karlstrom is an exemplary candidate for the NextGen One to Watch Award, embodying a unique blend of creativity, innovation and unwavering dedication. Her role at Twitch showcases her tireless efforts to seamlessly connect music, sports, and gaming in the realm of live streaming. Kira's forward-thinking approach is evident in her ability to break down barriers and foster collaboration across diverse domains. From a marketing standpoint, she stands out as one of the most imaginative thinkers, consistently proving her capacity to establish trust with every artist she engages. Kira Karlstrom's dynamic contributions make her a standout nominee for recognition in the ever-evolving landscape of digital content creation.

Sydney Golombek, Twitch, syngolo@twitch.tv

Is the nominee a Music Biz member – Yes

Kira Karlstrom, Head of Label Relations, Content Development, and Programming at Twitch, is a standout trailblazer under 40, worthy of earning her the Music Business Association 2024 Bizzy Awards' #NEXTGEN_NOW One To Watch nomination.

In her newly established position at Twitch, Kira's astute strategic vision and impactful contributions have played a pivotal role in forging a distinctive trajectory within the music industry. Specifically, she has been instrumental in advancing the landscape of live-streaming for artists who are dedicated to cultivating, engaging, and expanding their foundational fanbase, thereby fostering an environment conducive to sustained growth and success.

Through creativity and relationships, she has helped to break down barriers between music and gaming, cultivating an environment for artists to flourish. She also serves as the key connector and creative strategist, pioneering sponsorships and sales to drive incremental revenue for artists and music brands.

Notably, Kira has collaborated with an impressive roster of artists and gaming developers such as Zara Larsson, Steve Aoki, Tori Kelly, d4vd, Riot Games, EA Sports, and more. In addition to working with individual artists, she has also led the launch and growth of Universal Music Group and Warner Music Group label channels on platform. Kira has not only spearheaded their first foray into livestreaming but has emerged as an inspiring leader helping to shape the future of music in the digital landscape.

Cindy W Charles, Twitch, chacindy@twitch.tv
Is the nominee a Music Biz member – Yes

Kira Karlstrom is an exemplary candidate for the NextGen One to Watch Award, embodying a unique blend of creativity, innovation, and unwavering dedication. Her role at Twitch showcases her tireless efforts to seamlessly connect music, sports, and gaming in the realm of livestreaming. Kira's forward-thinking approach is evident in her ability to break down barriers and foster collaboration across diverse domains. We have worked on incredible projects together with Steve Aoki and Tori Kelly where Kira has helped engage gaming and music audiences in such unique ways. From a marketing standpoint, she stands out as one of the most imaginative individuals, consistently proving her capacity to establish trust with every artist she engages. Kira Karlstrom's dynamic contributions make her a standout nominee for recognition in the ever-evolving landscape of digital content creation.

Brooke Rascoff, Riot Games, brooke.rascoff@riotgames.com
Is the nominee a Music Biz member – Yes

Hi - I would love to nominate Kira from Twitch the Twitch Music team for #NEXTGEN_NOW as she has been an incredible partner to all labels in regards to onboarding and assisting artists with the platform.

Brett Marks, Columbia Records, brett.marks@sonymusic.com
Is the nominee a Music Biz member – No

Submission # 23

Lindiwe Dhlamini **Senior Label & Marketing Manager, The Orchard**

The reason for nominating the person above is the consistency, tenacity and passion that she has for her work in the field that she's in. Lindiwe has just over 12 years' experience of working in the media and entertainment industry, garnered in different fields of the media; digital, radio, television production, marketing, A&R and music distribution. Her work speaks for itself as there are impactful results from the different projects that she's led or had a hand in. Lindiwe currently holds a position as the Senior Label & Marketing Manager of global music distribution company, The Orchard (South Africa) which is a subsidiary of one of the most successful record labels in the world, Sony Music Entertainment and a leading global music distributor and artist & label services company operating in 45 territories worldwide. The Orchard empowers creators and businesses to grow and adapt in the dynamic global industry. It specializes in being artist-focused, blending industry expertise and technology, and leveraging data to drive success.

Continuing to grow in the field, Lindiwe established her own company called Jaylin Media Group in 2022 (which she operates in partnership with Ntsako Manentsa who's an emerging, influential urban music sensation). Jaylin Media Group is a Pan-African media hub that strives to create a world where brands and their audience connect through creative media & digital marketing solutions. Services offered included artist consultations, PR, radio and TV plugging, digital music distribution, video production as well as audio mixing and mastering. Clients that the company has represented so far include celebrated record producer, Cameroon born- SA based talent producer, KnifeBeatz, Nigerian born- SA based rap artist, C.I. Jizzlé, South African singer-songwriter and producer, Jst Sako, SANAC (South African National AIDS Council) as well as South African music platform, TurnUp Music.

Expanding the business to other avenues, Jaylin Media Group has gone into a partnership with Scaletone Media to develop an exciting venture called BySomeldiot Studios. This venture has gone on to introduce a platform called Portraits Afrika which is a visual platform for Africa's dynamic superstars (think COLORS but on a different scale...). The show was established in August 2022 and has grown tremendously over the past few months, reaching over 143 000 accounts on Instagram in a period of 9 months since its launch. The reception of the content that is produced has been incredible and they've worked with great talent that also sees value in the content that is produced and the platform that is being built to support local talent.

Lindiwe is a young professional who deserves to be recognized for her contributions to her business and her community. Her excellence in her chosen profession coupled with outside interests and community involvement are remarkable. She will continue to shape the South Africa of the future by identifying and helping develop talent while sharing beneficial industry knowledge and teaching emerging musicians about the importance of understanding the key structures of the business, which will eventually help them generate a healthy, constant revenue as the South African music industry continues to evolve for the better in this digital era.

WORK HISTORY:

- *Production Manager of Regina Mundi Catholic Church's 50th Golden Jubilee History Book (September 2011- August 2012)*
- *Entertainment Journalist at ONE Media SA (September 2012- October 2013)*
- *Assistant Editor at ONE Media SA (June 2013- October 2013)*
- *Publicist Trainee and Social Media Manager at Aptitude Consulting (October 2013- April 2015)*
- *Mzansi Spelling Bee Volunteer; hosted by Miyela (2013- 2016)*
- *UJ FM Music Committee Member (September 2013- June 2015)*
- *Content Producer for 'Breakfast with Katlego' on Kaya FM (November 2014- February 2015)*
- *Production Runner for SABC 1's talent reality show, 'The Sing Off SA' (May 2015- July 2015)*
- *Social Media Strategist for Boyz II Men and Joe Thomas' SA Tour (December 2015)*
- *Music and Media Consultancy Intern at Endemol Shine Africa (April 2016- March 2017)*
- *A&R and Marketing Consultant at TurnUp Music ZA (April 2017- March 2018)*
- *Social Media Ambassador for the University of Johannesburg (July 2017- August 2020)*
- *Global Citizen Festival Volunteer (December 2018): Handled ticket administration*
- *Head of A&R at TurnUp Music ZA (March 2018- September 2019)*
- *Publicist at Geobek Entertainment (May 2015- December 2020):*
 - (i) *Proudly contributed to the success of some of the best artists in the continent and ultimately the world. This included doing PR for multi-award winning acts from Nigeria, Burna Boy and Seyi Shay as well as multi-award winning acts from Mozambique, Laylizzy and Ellputo.*
 - (ii) *Also contributed to the success of the Global Goals Campaign (hosted by the United Nations) in 2015 and 2016 by assisting with PR for the campaigns which involved the likes of Yemi Alade, Mafikizolo, SautiSol, and other successful African artists.*
- *Label & Marketing Manager at The Orchard (October 2019- June 2021)*
- *Senior Label & Marketing Manager at The Orchard, subsidiary of Sony Music Entertainment (June 2021- present)*
- *Co-founder & Manager at Jaylin Media Group (May 2022- present)*
- *Artists Liaison, Brand Comms & Marketing Manager at Portraits Afrika (August 2022- present)*

CAREER ACHIEVEMENTS:

- *1 of 10 social media ambassadors for Consol's #IveArrived Campaign (November 2013- June 2014)*
- *Tomorrow's Leaders Convention Nominee; issued by Old Mutual (March 2015)*
- *Who's Who SA Notable Under 25; issued by Who's Who Southern Africa (February 2016)*
- *Semi Finalist of the 2019 Accenture Rising Star Awards (May 2019)*
- *Nominee of the 2019 Pink Power Star Awards; issued by Envision Brandz (November 2019)*
- *Panelist at the African Music Business Forum (June 2021)*
- *Top 5 Finalist of the 2021 Accenture Rising Star Awards: in the Media & Marketing Category: A programme established for the purpose of recognising, celebrating and connecting young, talented people who have a capacity for achievement and success and who contribute in an*

inspirational manner to the future of our nation. (October 2021)

- Forty Under 40 South Africa Nominee in the Music & Entertainment Category (July 2023)

Lindiwe Dhlamini, The Orchard, dhlamini.lindiwe@yahoo.com

Is the nominee a Music Biz member – No

Submission # 24

Lindsey Major

Head of Customer Experience, Mechanical Licensing Collective (The MLC)

As Head of Customer Experience at the Mechanical Licensing Collective (The MLC), Lindsey Major is responsible for designing an effective customer experience strategy and leading The MLC's world-class support team. Major's team consistently provides an excellent experience for The MLC's members and has provided one-on-one support to more than 70,000 people, engaging in more than 23,000 interactions last year alone. Major and her team consistently elevate the standards of customer experience. In 2023, The MLC's support team achieved remarkable responsiveness, answering over 81% of calls within 20 seconds, responding to over 91% of chats within 60 seconds and ensuring a 100% reply rate to emails within 2 hours. These statistics surpass not only the benchmarks set within the music industry but also exceed the broader norms for customer experience across various industries.

Joining the company at its inception in March 2020, Major successfully built the entire customer experience department within six months — virtually. The MLC support team, now a team of 24, provides support via phone, e-mail or chat 10 hours a day, five days a week, to members, prospective members and others. In 2023, The MLC's membership grew to over 34,000 — a milestone that could not have been reached without Major's contributions, as the support team onboarded over 11,000 new members in 2023 alone. The Support Team, often serving as the initial point of contact for these individuals and supporting the entire member journey, has demonstrated exceptional effectiveness in guiding members through the onboarding process. Major and her team excel in assisting members navigate the membership process, set up their user accounts, register their songs and access their royalty statements. In 2023, The MLC has distributed nearly \$1.7 billion in royalties to rightsholders and grew its musical works database to over 35 million works — milestones that could not have been achieved without the work of Major and her team.

In her role, Major also develops and enhances customer experience operations, creates effective staff training programs, designs and improves processes, builds innovative support tools to improve quality interactions, strategizes the product roadmap and spearheads the overall voice of the customer strategy for The MLC. She regularly leads organization-wide process design and improvement initiatives using Lean Six Sigma principles (of which she is a Master Black Belt.)

Major plays a pivotal role in driving technological advancements for The MLC and its members. Leveraging member feedback, Major actively contributes to shaping enhancements for The MLC's portal. Over the past year, notable portal features, including the Member dashboard and enhancements to The MLC's Matching and Claiming tools, have been introduced, streamlining processes and contributing to an improved experience for members, making it easier for rightsholders to get paid.

Major has also been a part of numerous industry-wide events, speaking on The MLC's behalf,

educating songwriters, music publishers and the music industry at large, of The MLC's mission and the process for rightsholders to successfully register and claim their songs, leading to royalty payouts by The MLC. As The MLC enters its fourth year of operation, this month marks the delivery of its 34th consecutive royalty distribution to rightsholders, all of which have been on time or early since its first royalty distribution in April 2021.

Major is a prominent member of Nashville Women in Entertainment for Gender & Racial Equality, Women in Music and Women in Tech. She is also a mentor for Belmont Women MBA students and a volunteer for the Nashville Humane Association and the Nature Conservancy. Major also lends her advocacy to Oxfam—an international confederation of charitable organizations committed to combatting global poverty, inequality and social injustice. Major was awarded the 2023 Nashville Emerging Leaders Award in Art, Entertainment and Music Business – a prestigious award presented by the Nashville Area Chamber of Commerce and YP Nashville, recognizing young professionals in 14 industry classifications who are excelling in their careers and making a difference in the Nashville community.

Service is at the heart of The MLC, and in everything Major does, she carries out this guiding principle through her commitment to maintain a strong relationship with each person she and her team serves. By building and leading a team that has helped thousands of rightsholders navigate the complex landscape of mechanical licensing and become members of The MLC, Lindsey has established a new standard for service in the music industry.

Liz Mayo, Mechanical Licensing Collective (The MLC), elizabeth.mayo@themlc.com
Is the nominee a Music Biz member – Yes

Submission # 25

Mariah Czap

YRMG Co-General Manager | Head of Digital, Yep Roc Records

Mariah Czap is Yep Roc Records' first female General Manager in its over 26-year history.

In June 2021, Mariah was elected to the A2IM (American Association of Independent Music) Board of Directors, helping guide A2IM in strengthening its mission of fighting for independent copyright holders through advocacy, education, and community. In 2022, she was appointed to the board's Executive Committee as Secretary.

In February 2023, Mariah was elected to the Folk Alliance International Board of Directors, supporting the organization in serving, strengthening, and engaging the global folk music community through preservation, presentation, and promotion.

Over the past year, Mariah and her team have been dedicated to adding new voices and genres to the Yep Roc roster. She's helped sign acts including Jenny Owen Youngs and Jobi Riccio, among others.

In her over 10 years at Yep Roc, Mariah has directed worldwide marketing campaigns for Watchhouse (formerly known as Mandolin Orange), Michaela Anne, Tift Merritt, Robyn Hitchcock, Blitzen Trapper and The Felice Brothers, among others.

Laura Pittard, Redeye, laura@redeyeworldwide.com

Is the nominee a Music Biz member – Yes

Submission # 26

Marina Baranik **Digital Data & Product Operations Manager, Redeye**

Marina's accomplishments during this period are truly newsworthy and highlight her commitment to excellence. Notably, she achieved Platinum Tier status in Spotify's Preferred Provider Program. This prestigious recognition reflects Marina's unparalleled expertise in the field and her ability to consistently deliver high-quality results.

In addition to this accomplishment, Marina played a pivotal role in the successful migration of Redeye's digital delivery feeds to a new provider. This complex undertaking required meticulous planning, technical proficiency, and leadership. Marina's efforts ensured a seamless transition, demonstrating her ability to navigate challenges effectively and contribute to the overall success of the team.

Marina's achievements not only showcase her individual capabilities but also contribute significantly to Redeye's growth and success. Her dedication to excellence, attention to detail, and ability to drive results make her a standout employee who deserves recognition for her exceptional contributions.

Laura Pittard, Redeye, laura@redeyeworldwide.com
Is the nominee a Music Biz member – Yes

Submission # 27

Michael Adex CEO, NQ

I am nominating Michael Adex for the #NEXTGEN_NOW One to Watch Award. At 27, Adex has numerous achievements in a short time. Adex is best known for managing his breakout star, Aitch, now amassing a BRIT Award, 7 BRIT platinum certifications, 1 gold certification, and 8 silver certifications (2 of those being on NQ's label). Last year, Adex was featured in Forbes 30 under 30 Europe list and last year was named Complex's 15 Black-British music execs shaking the system, and NQ was featured in NME. Adex was presented Music Managers Forum's Entrepreneur Award, he was a nominee for Manager of the Year at this year's Music Week Awards and he sits on the prestigious Ivor Novello's panel and BRITS Voting Academy. In addition, he is a part of the Manchester Music Commission working diligently with Mayor Andy Burnham to influence policy to better support the music scene. He runs Manchester's most prominent music management company & record label, NQ. Adex achieved success without much infrastructure in Manchester to piggyback on, without decades of experience in the music industry, and in the first year without an office! A self described lifelong learner, Adex gained his success through hard work, grit, and determination. Adex is an aspirational figure for young people who grew up outside of London that they can be commercially successful and improve the industry in their hometown.

Shannon Gibson, NQ Management, shannon@thisisnq.com
Is the nominee a Music Biz member – No

Submission # 28

Mike Boyd
Head of Music, VaynerX

Mike Boyd has relentlessly worked towards changing the music advertising landscape, giving opportunities to emerging and established artists. His campaigns in the last year with Lil Baby, Kato, Tatiana Hazel, ImYoungWorld, Pepsi Music Labs, and more have taught, inspired, and provided a support layer to artists that is not commonly found in the music industry.

Tyler Walsh, VaynerX, tyler.walsh@vaynerx.com
Is the nominee a Music Biz member – No

Submission # 29

Moody Jones **GM, Dance, EMPIRE**

Over his career, Moody Jones has ushered EMPIRE into an unprecedented new era of growth and innovation. Whether it was as SVP, Digital & Creative to being promoted to the GM of Dance ultimately fully developing the acquired legendary dance label, DIRTYBIRD Records, to new company records & the inception of the new EMPIRE Dance label...Moody has been at the forefront of helping rising and A-list indie artists to be themselves and break conventional rules. Every step of the way, Moody has incorporated technology, new-age marketing tactics like using Venmo with superfans, and holistic positivity / mental health to guide the next wave of artists + professionals to be authentically them no matter the cost.

Just in the past year, Moody built EMPIRE Dance from the ground up, signing a diverse roster spanning multiple genres (not typical of a Dance label) from 13 different countries including Aluna, Night Tales, Salomé Le Chat, Malóne, VHOOR, MJ Nebreda, Soul Clap, The Martinez Brothers & more.

Moody also personally led the charge in posting the strongest financial performance and market share position in DIRTYBIRD's 20 year label history. Under his direct contributions and leadership, he set new label records such as most collective streams in label history (100M+), most editorial playlists + covers, first billboard feature (Walker & Royce on Sunset), among others. EMPIRE Dance and DIRTYBIRD's efforts have been featured in EDM Identity (one of six labels shaking up the dance scene in 2023), EDM Tunes, EDM.com ("DIRTYBIRD label soared to new heights in 2023"), and top communities like @edm.loversclub and @djloversclub for their event pop ups and releases. Other notable successes under Moody's management include: Electronic Groove's label of the month (December 2023), contributing creatively and marketing releases of two top tracks VNSSA's "One Pill" (EDM.com's Top Tracks of 2023 & Spotify's Top Track ID), Edward White (Fresh Finds Dance), and signing Aluna's newly minted 'Noir Fever Records' (spotlighting LGBTQ+ & Black communities defining dance culture).

Moody executive produced the groundbreaking House of EMPIRE, a remix album featuring House remixes of recent African hits; the first album of its kind, House of EMPIRE successfully bridged cultures & genres, an epitome of the concept of global music and featured artists like Asake, Fireboy DML, Kizz Daniel and more.

Personal key speaking highlights this year include: keynote @ Berklee College of Music + interviewed for Berklee Online Marketing course, featured fireside chat @ Future Music Forum (Barcelona, Spain), panelist at the first jump.global Annual Summit (Executive vs. Artist Needs), Music Biz (2x panels), Live Nation's 501(c)(3) – Music Forward Foundation All Access Fest, ADE, and SXSW to name a few.

Overall, Moody's contributions in breaking barriers, educating the industry as a whole, provide groundbreaking new ways for artists to build their businesses, along with serving alongside Ghazi in shaping how indie labels and artists can impact culture makes him the perfect potential #NEXTGEN_NOW One to Watch Award nominee + honoree.

Harrison Golding, EMPIRE, harrison@empi.re
Is the nominee a Music Biz member – Yes

Submission # 30

Morgan McKnight **Executive Director, Production Music Association**

Morgan has been pivotal in championing writers and publishers rights and awareness in the production music industry. Through Morgan's efforts, her contributions have helped pull together the production music community of writers and publishers through the awareness of the PMA and led to the explosive growth of the annual Production Music Conference organized by her, now a staple in the industry. Through the PMA and the conference she has helped many musicians become aware of the opportunities available in the industry as well as generated a forum for networking across writers, publishers and industry partners.

Darrel Shirk, BMG Rights Management US LLC, darrel.shirk@bmg.com
Is the nominee a Music Biz member – Yes

The Production Music Association is the leading voice of the production/library music community, which is more important than ever in the media music business. Production music is heard, literally, on every platform in every minute of the day around the world. Morgan is its exec director and is an incredible go-getter, an energetic, smart and enthusiastic supporter of her 600-plus members and their goals of providing the industry with great music while ensuring that they are properly compensated and their rights as creators observed. I have participated in several Production Music Conferences in Los Angeles and I am in awe of her organizational and producing abilities.

Jon Burlingame, freelance writer (mostly for Variety); also podcaster (Disney's For Scores) and educator (USC), jonburlingame@verizon.net

Morgan has served as the Executive Director of the Production Music Association (PMA) for the past 7 years. I have been a board member of the PMA throughout Morgan's entire tenure. I have witnessed firsthand Morgan's success in growing the organization in terms of membership, industry influence and financial results, and in particular her success organizing and managing our annual Production Music Conference (PMC) each year. Morgan deserves tremendous credit for growing this conference into a must-attend industry event for the entire global production music community. To organize such an event, with 500+ international attendees and complete with panels, meetings and an awards show, requires exceptional ability and leadership skills. I wholeheartedly endorse Morgan for this award in recognition of her leadership and contributions to the industry.

Ron Mendelsohn, Megatrax, ron@megatrax.com

As a board member of the PMA I have had the pleasure of watching Morgan McKnight in action as the Executive Director of the PMA. She is an outstanding leader in the music business and definitely deserve this award as Next Gen: One to watch!

Brian Brasher, Pitch Hammer Music and Annihilation, b@pitchhammermusic.com

The reasoning for this is simple. If one were to examine where the Production Music Association is now, versus where it was when Morgan joined us, it's a no-brainer. We have thrived in the roughly 7 years since she has come on board, and she personally has become a force to be reckoned with. It would be difficult to calculate all the ways, big and small, in which she has made a difference in our organization and in the lives of not just its board members, but for those musicians, composers and publishers who have benefited from our successes. In a word, she is awesome. Plus on a personal level, she is a delight. I could hardly imagine a more worthy candidate.

Rob Reale, 8118 Music/4 Elements Music, rob@4elementsmusic.com

Morgan McKnight was hired as Executive Director of the Production Music Association (PMA) during a time of transition for the organization. Several previous ED's had left the PMA and the board was in a state of turnover due to several corporate buyouts. Morgan eagerly jumped into the role and quickly educated herself on the production music industry, while endearing herself to board members and leaders of other organizations. Morgan has grown the PMA membership substantially, provides educational and supportive content monthly for members, and has elevated the organization to international notoriety. Under Morgan's leadership, the PMA advocates in conjunction with some of the largest publishing and master rights organizations across the globe to ensure the creator's rights are fought for and awareness is brought when needed. In addition, Morgan has executed, single-handedly, the largest production music conference each year (the PMC) and elevated it beyond our wildest imagination. Thousands of global attendees participate in the meetings, panels and award show each October. I can say that Morgan is definitely the face of the PMA and one we are so happy to have! Be sure to learn more about the PMA at www.pmamusic.com.

Marcia Kautz, Warner Chappell Production Music, marcia.kautz@warnerchappellpm.com

Morgan is responsible for everything that has to do with Production Music Association including the production of our annual conference - the Production Music Conference. Production music (sometimes called library music) is a +1 Billion Dollar industry that makes up more than 50% of

the music we hear on television and streaming in the US, and a larger percentage worldwide. Morgan has successfully grown our organization's membership and this year we had the most well attended conference yet, which was a stunning success. Morgans leadership skills have grown immeasurably in the years she has been the ED. Hard working and tirelessly dedicated to the music industry I don't think you could find a better candidate for your NextGen Award.

Joel Goodman, Hi-Fi Productions, Inc., joel@joelgoodman.com

<https://konsonantmusic.box.com/s/c7ewqmbx36xsm31a15ebihejvs5dcfg5>

Andrew Gross, Konsonant Music, andrew@konsonant.com

The Production Music Association (PMA) is THE trade organization for the production music industry, whose members supply a majority of the music used in television programming, motion pictures, video games, commercials and all other manner of audio visual production. The organization represents thousands of music libraries from around the world including those owned by major music companies such as Sony, Universal, Warner-Chappell, BMG and more, as well as countless independently-owned libraries who rely on the PMA. The mandate of the PMA is building community, education and promoting and preserving the value of production music. Morgan has been leading the organization for the last nine years during which time she has grown it to be an indispensable organization to the hundreds of thousands of composers, songwriters, musicians, producers and publishers who are involved in the industry. Her work includes managing the organization's Production Music Conference, which now brings close to 1,000 people into Los Angeles every year for a week of meetings, seminars and panels, and overall networking. The industry would not be what it is today without her stewardship. I highly recommend her for this award.

Adam Taylor, APM Music, ataylor@apmmusic.com

Morgan McKnight has emerged as a leading new voice in the music industry. As Executive Director of the PMA, she has elevated the PMA and the production music industry as a whole to new heights. When she joined the PMA, the annual Production Music Conference was a small one day affair. Now drawing close on 1000 participants from 40 countries, it has become the most important weeklong meetup for the global production music industry, including exceptional panels, networking and the Mark Awards, now recognized as the premier awards ceremony for production music. It is now one of Hollywood's top music conferences. Morgan also represents production music in the broader entertainment industry with great intelligence, poise and passion. She has worked tirelessly for the inclusion of woman composers and executives in our industry. She is an amazing organizer, and builds strong community at a time

when it is more needed than ever. She fights relentlessly for the value of music wherever it is used, working closely with the PROs. I cannot think of a better choice for this award.

Alan Lazar, BMG Luminary Scores, alanlazar@mac.com

Morgan McKnight elevated the organisation of the US production music publishers and producers to a very professional and influential level. She developed the yearly event "Production Music Conference" to one of the leading global summits with visitors from all over the world. www.pmamusic.com

Martin Weinert CEO/Owner, Intervox Production Music GmbH, Germany, martin.weinert@intervox.de

Morgan has led the PMA in growth for composers and publishers Worldwide. The PMA is now the preminant trade organization for the Production Music Industry

Randy Wachtler, 11 One/Music, randy@11onemusic.com
Is the nominee a Music Biz member – No

Submission # 31

Mr Kgasu
Co-founder, Letsopa Noise

He's being doing everything in his power to get local artists and Djs all together since 2018 after I met him.

Jeffrey Melamu, Jaytist, jaytistkagangwe@gmail.com
Is the nominee a Music Biz member – No

Submission # 32

Natalie Koe **Music Agent, UTA**

Natalie Koe is a Music Agent at United Talent Agency (UTA) who has made a tremendous impact on her clients and the agency in just three short years with the company. Natalie was notably one of the youngest employees promoted to Agent at UTA when she was promoted at age 24 in May 2021. In addition to her successes as an Agent, Natalie is also on the leadership team for UTA's La Femme Majeure, a moderated panel with Dina LaPolt, Sally Velasquez, and Simonne Solitro. Natalie's achievements have also been highlighted by Pollstar as a part of their Impact NextGen 2023 list, Hits in their Hits DD Noisemakers in June 2022. Some of her most notable accomplishments are outlined below.

Natalie launched Shygirl's (Point Agent) 2023 North American Debut Headline Tour, which saw upgrades and show additions in majority of markets along the tour. Over 16,500 tickets were sold. In the fall of 2022, Shygirl's festival run included Primavera South America, Primavera LA, Portola, FORMAT, and III Points. Natalie was also integral in helping Shygirl create her Club Shy events, which were curated DJ sets throughout the night.

Natalie is also the point agent for COBRAH. She played an instrumental part in announcing her debut headline shows in LA (El Rey), NY (Elsewhere), and Chicago (Lincoln Hall) – all of which blew out at the on sale and rolled into second dates that also sold out immediately. Her run last summer also included festival plays at Boiler Room's Toronto Festival, queer festival Ladyland in NY, and Rhonda's SF Block Party. She also played Portola Festival last fall. She launched her 2024 headline tour which saw significant step ups in all markets including 2x Fonda in LA, Knockdown Center in NY, 2x Thalia Hall in Chicago, and more.

Natalie is helping to generate momentum for Dombresky & Noizu as Point Agent. Together as "Dombresky b2b Noizu," they grew from selling out Palladium (3600 tickets) in November 2021 to selling out Shrine Expo Hall (5000 tickets) in October 2022. Each act individually also headlined stages at Splash House.

Natalie debuted Dombresky (Point Agent) at Coachella with a full Weekend 1 Takeover. Dombresky made his Coachella debut with massive sets both weekends in the Sahara tent. During weekend one, he had huge sets every day (Friday with his Coachella set in Sahara, Saturday at Goldenvoice's Palm Springs Day Club, and Sunday closing out the festival at DoLab with his Disco Dom project [viral tik tok of him "saving" the festival from Frank Ocean's set]). Dombresky also played (5) sets across EDC Las Vegas weekend, the most of any artist on the festival. They debuted Dombresky's Disco Dom Inferno Party last summer which included sold out parties in LA, SF, NY, and Miami. This year, Dombresky kicked off his nation-wide "Lift Off" tour which saw his biggest headline shows to date in rooms such as New City Gas (Montreal), Showbox Market (Seattle), Knockdown Center (New York), The Midway (San Francisco), and Shrine Expo Hall (Los Angeles). He'll stop down in South America for the Lollapalooza run across

Chile, Argentina, Paraguay, and Brazil.

BETWEEN FRIENDS (Point Agent) sold out their debut headline tour in September 2022 which included 2x Roxy (LA) and 2x Babys (NY) with the help of Natalie. She also launched BETWEEN FRIENDS' follow up 2023 headline tour across 24 markets in support of their album "I Love My Girl, She's My Boy." The tour had immediate sellouts in multiple markets and included headline dates at the Fonda Theatre (LA), House of Blues Chicago, Racket (NY), and more.

Tinashe (Point Agent) had an amazing festival run in 2022 with stops at Lollapalooza, Bonnaroo, Osheaga, Music Midtown, This Ain't No Picnic. Tinashe also headlined GRLS Festival in Sao Paulo, Brazil, last year. Tinashe dominated Pride in LA with headlining performances at WeHo Pride in LA, Wynwood Pride in Miami, and Pitchfork's Official Pride Show in Brooklyn, NY in 2023. Now in 2024, she's strategically grown Tinashe to her debut play on the world-renowned Coachella Music Festival in Indio, CA.

As Quinnie's Point Agent, Natalie helped launch special album release shows for one of UTA's most exciting developing acts (Part of Ones To Watch's list of Artists to watch in 2023). Her debut headline dates in LA, NY, Chicago, Toronto, and San Francisco sold out as well. Natalie also played a large role in securing Quinnie a support slot on The Japanese House's Fall Tour.

Natalie helped Aidan Bissett (Point Agent) make his festival debut at Lollapalooza 2023 and launched Aidan's debut headline tour across 18 markets. The tour blew out several markets and saw upgrades for multiple rooms. What started as a 200-500 cap room tour went on to include debut headline dates in a few 1000 cap rooms.

As Emotional Oranges Point Agent, Natalie routed and launched their massively successful Q1 2023 Headline Tour including their biggest sellouts to date (1000-3600 cap rooms). The sold-out shows include Brooklyn Steel (NY), HOB (Chicago), Vogue Theatre (Vancouver), and 9:30 Club (DC). The tour ended with their biggest sold-out headline date ever at Palladium in LA. The tour also included a play at Okeechobee Festival.

[Kelli Wasilauski, The Oriel Company, kelli@theoriel.co](mailto:kelli@theoriel.co)
Is the nominee a Music Biz member – No

Submission # 33

Nima Etminan **Chief Operating Officer (COO), EMPIRE**

Born in Iran, Nima Etminan, relocated to Germany as a baby and attended an all-French school from kindergarten through high school. At just 14 years old, he ventured into the music scene by running the widely acclaimed Hip-Hop blog, DubCNN, where he cultivated connections with influential artists like Snoop Dogg and Kendrick Lamar.

After completing his MBA in Hamburg, Germany, Etminan made the pivotal move to San Francisco. His introduction to the city began with two transformative summers, spent interning for Ghazi Shami at the SF-based distributor INgrooves. In 2011, he officially settled in to partake in the launch of EMPIRE.

EMPIRE, initially conceived as a distributor, has since flourished into the largest independent distribution company, record label, and publishing entity in the United States. Etminan swiftly ascended from the role of Marketing Manager to VP of Operations and eventually assumed the position of COO, a role he has held for the past five years.

Notably, under Nima's guidance, EMPIRE has recruited more than 150 professionals in the Bay Area and secured deals with iconic artists such as Kendrick Lamar, Snoop Dogg, Tyga, and Anderson Paak. Nima's individual accolades include recognitions such as Billboard 40 Under 40 in 2021, inclusion in Variety's "Hollywood's New Leaders 2021," and a consistent presence as a Billboard Hip-Hop and Indie Power Player for five consecutive years. His multifaceted contributions continue to shape the landscape of the music industry and beyond.

EMPIRE stands as the heartbeat of music and culture in the Bay Area, and Nima's influence is integral to sustaining and enhancing the region's allure. As the COO of EMPIRE, Nima plays a pivotal role in shaping the Bay Area into a magnet for young creatives, marketers, artists, and tech professionals alike.

Billboard 2021 40 Under 40 - <https://www.billboard.com/music/music-news/billboard-40-under-40-list-2021-executives-9617761/>

Variety's "Hollywood's New Leaders 2021" - <https://variety.com/lists/hollywood-new-leaders-of-2021/nima-etminan/>

Billboard's 2021 Indie Power Players List - <https://www.billboard.com/music/music-news/billboard-indie-power-players-executives-list-2021-9583016/>

Billboards 2022 Indie Power Players List - <https://www.billboard.com/pro/billboard-indie-power-players-executives-list-2022/>

Billboards 2023 Indie Power Players List - <https://www.billboard.com/pro/billboard-indie-power-players-list-2023-executives/>

Billboard 2020 Hip Hop Power Players - <https://www.billboard.com/music/music-news/billboard-rb-hip-hop-power-players-list-2020-9481918/>

Billboard 2021 Hip Hop Power Players - <https://www.billboard.com/music/music-news/billboard-rb-hip-hop-power-players-list-2021-9610231/>

Billboard 2022 Hip Hop Power Players - <https://www.billboard.com/pro/billboard-rb-hip-hop-power-players-list-2022-executives/>

Billboard 2023 Hip Hop Power Players - <https://www.billboard.com/h/billboard-rb-hip-hop-power-players-list-2023-executives/>

Peter Kadin, EMPIRE, peter.kadin@empi.re
Is the nominee a Music Biz member – Yes

Submission # 34

Rachel Lyske **CEO, DAACI**

Rachel Lyske has taken a professional journey that has diverged from the typical performing arts career. Guided by her passion for identifying and nurturing the creative abilities of others, she has forged a unique path that has led her to becoming CEO and co-founder of DAACI.

Rachel's strength as a leader in the field of AI-based music is rooted in her background in musical composition and vocal performance. She trained as a composer at the Royal Academy of Music, London, working alongside peers and mentors in the upper echelons of musical production on screen, stage, and studio.

Her ear for novel and innovative talent made Rachel an ally in the ascendancy of more than a few rising stars, as a co-producer of the exclusive and widely acclaimed industry music festival, "In The Woods". Her contribution to developing talent continued in her role as lead vocal consultant for the main music exam body, the ABRSM, where she designed the syllabus for the current "Singing for the musical theatre" exams. She's put her own training and theories to the test as a vocal coach and supporting vocalist for Mercury and Brit Award winners, both live and in recording and is a vocal coach at The Brit School.

Arriving at MXX in the heart of London in 2018, Rachel helped lay the groundwork for DAACI, the technology that now promises to open new doors in the field of AI musical composition. Her leadership ensures that the vision for DAACI puts composers and artists front and centre as it becomes the premiere composition tool for any brief, anywhere.

Jay Brown, DAACI, jay@daaci.com
Is the nominee a Music Biz member – Yes

Submission # 35

Robert Wells
Founder/CEO, Arelia

<https://drive.google.com/file/d/1taB48EHZWbvx2hBOnWCzqnaqS3RnTreO/view?usp=sharing>

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/215-8e0bf0ac153192d858c87ccdf52497b8/2024/01/Screenshot-2024-01-25-at-10.43.34 AM.png

Scott Liebenow, Little Man Music, littlemanmusic@comcast.net
Is the nominee a Music Biz member – No

Submission # 36

SaQuan A Johnson

Community Relations Specialist, MY JOURNEY TO TODAY FOUNDATION

https://musicbiz.org/wp-content/uploads/gravity_forms/215-8e0bf0ac153192d858c87ccdf52497b8/2024/01/Saquan-Leadership-Award-3-1.docx

Kristie Figueroa, MY JOURNEY TO TODAY FOUNDATION, MJTTFoundation@gmail.com

Is the nominee a Music Biz member – No

Saquan Johnson should be nominated due to his groundbreaking contributions, visionary leadership, and unparalleled dedication to pushing the boundaries of what's possible.

Paul Johnson, My Journey To Today Foundation, mjttfoundation@gmail.com

Is the nominee a Music Biz member – No

Submission # 37

Saskhia Menendez

Equality and Diversity Ambassador, Mentor, Researcher, Artist, Social Change Activist, Keychange

A multi award winning equality & diversity ambassador, researcher, public speaker, mentor, artist and social change activist. Saskhia works to help diversify the music industry landscape, as well as help improve representation, equity and inclusion. She helps to educate and inform others of the issues and barriers certain underrepresented groups face. She is a multi-racial trans woman who transitioned 12 years ago, a parent of two children, and has over 10 years' experience in the music industry. She is also in the process of making some brand-new tracks, which are due for release in 2024. She is also preparing to undertake a PHD in gender equality in music, mainly around trans and non-binary inclusion in music. She finalised her MA in Music Marketing in 2021 and has had a musical education from the age of 8. She runs a podcast called Music Industry Insights Worldwide, and supports all underrepresented and disadvantaged communities across the UK, Canada, US and Europe. She is also an activist for TGEU for the trans community across Europe and South Asia

Rayez Webster Baidoe, Keychange, websterrayez@gmail.com

Is the nominee a Music Biz member – No

Submission # 38

Stephanie Iwan

Associate Director of Digital Marketing, Warner Records

Stephanie Iwan is an absolutely incredible Digital Marketer. She started with us 5 years ago as a coordinator and has been promoted numerous times because of how strong she is. She has spearheaded Digital campaigns this year for Dua Lipa, Aespa, Bebe Rexha, Rufus Du Sol and Michael Bublé just to name a few. Artists love working with her and so does our executive staff.

She not only is strong in her work performance, but her attitude and wanting to help new employees shine is something you don't see very often. Stephanie is going to have a very bright future and we know she would be the perfect person to receive this award.

Here is her linked in profile:

<https://www.linkedin.com/in/stephanie-iwan-99709914a/>

Jesse Ervin, Warner Records, jesse.ervin@warnerrecords.com
Is the nominee a Music Biz member – Yes

Submission # 39

Talal Albahati **COO, Head of Talent Booking & Events, MDLBEAST**

In December 2023, Metallica made their historic debut in Saudi Arabia by performing at Soundstorm; in that same festival, the legendary duo Will Smith and DJ Jazzy Jeff chose to stage their comeback. Behind these groundbreaking acts is Talal Albahati, the Chief Operating Officer and Head of Talent Booking & Events for MDLBEAST. Talent booking, while not the only factor, is undoubtedly the most crucial element of setting a global, record-breaking music festival. Each year since the conception of Soundstorm in 2019, Talal has successfully secured 150-200 well-known artists both from the MENA region and around the world.

Initially an EDM-centric festival, Soundstorm has evolved under Talal's leadership. By 2022, the festival had already featured an eclectic mix of global stars such as Wizkid, Bruno Mars, Post Malone, and DJ Khaled. In 2023, alongside Metallica and the reunion of Will Smith and DJ Jazzy Jeff, Soundstorm welcomed hip-hop legends like 50 Cent, Pusha T, and the Black Eyed Peas. This inclusion of hip-hop acts was strategically timed, following the Grammy's celebration of the 50th Anniversary of Hip-Hop in the US, demonstrating Talal's keen awareness of global music trends. Additionally, reggaeton music was spotlighted with J Balvin's performance, further diversifying the festival's genre reach.

In Saudi Arabia's nascent music industry, the successful booking of international artists is a testament to the country's ability to execute large-scale, international events. Talal's success in this arena not only demonstrates Saudi Arabia's production capabilities but also its potential to attract other global acts. This, in turn, can further boost the local economy and establish Saudi as a key destination for artists on their global tours. Talal's achievements in talent booking are therefore critical in positioning Saudi Arabia on the global music map, fostering its reputation as a burgeoning hub for international music events.

Soundstorm's immense scale and growth, both in terms of its festival size and the level of international acts, has also greatly contributed positively to Saudi's economy. The festival brought in approximately 2.5 billion SAR to the economy in 2022 and also boosted local tourism. Over 10,000 international visitors attended Soundstorm in 2022, underscoring the festival's success.

Talal Albahati's contribution to MDLBEAST and Saudi Arabia's music industry is extraordinary. His foresight in navigating the challenges of a developing market, his skill in bringing world-renowned artists to Soundstorm, and his vision for a diverse, never-been-done festival lineup make him an ideal candidate for the '#NEXTGEN_NOW One To Watch Award'.

Supporting Materials

- MDLBEAST Soundstorm 2023 Lineup: <https://mdlbeast.com/events/soundstorm-2023>

- MDLBEAST Soundstorm Instagram: <https://www.instagram.com/mdlbeast.soundstorm/?hl=en>
- Interview with Pollstar: <https://news.pollstar.com/2023/07/20/not-all-desert-and-sand-mdlbeast-is-showing-off-what-saudi-arabia-has-to-offer/>
- Interview with FAULT Magazine: <https://fault-magazine.com/2023/12/talal-albahiti-in-conversation-with-fault-magazine/>
- “Soundstorm Festival & Its Impact On Saudi Arabia” – Scene Noise: <https://scenenoise.com/Features/Soundstorm-Festival-Its-Impact-on-Saudi-Arabia>
- “Five things we learnt from Saudi Arabia's 2023 Soundstorm festival” – The National News: <https://www.thenationalnews.com/arts-culture/music-stage/2023/12/17/saudi-arabia-soundstorm-festival-2023-highlights/>
- “Metallica set to make history as first US heavy metal band to play in Saudi Arabia” – Euronews : <https://www.euronews.com/culture/2023/11/30/metallica-set-to-make-history-as-first-us-heavy-metal-band-to-play-in-saudi-arabia>
- “Soundstorm review: DJ Khaled brings hip-hop stars for historic show in Saudi Arabia” – The National News: <https://www.thenationalnews.com/arts-culture/music-stage/2022/12/03/soundstorm-review-dj-khaled-brings-hip-hop-stars-for-historic-show-in-saudi-arabia/>
- “Since When Does The Middle East Throw EDM Festivals...Featuring DJ Khaled & Friends?!” – Vibe Magazine : <https://www.vibe.com/features/editorial/soundstorm-edm-festival-dj-khaled-and-friends-1234721820/>

Tehya Frank, KARV, mdlbeast@karv.global
Is the nominee a Music Biz member – No

Submission # 40

Tiffany Provenzano
Director, mtheory Equal Access

Tiffany runs the Equal Access program for mtheory. She has spent two years building a program from scratch that helps artists and managers from underrepresented groups in Country Music get the networking and access they need to be successful in the industry, while working with sponsors to get enough funding for the cohort participants to be paid for their time in the program. She has helped the program garner national attention and has helped 12 cohort members make more than 100 high-level industry connections that have led to major label signings, agent signings, national tours, and global DSP promotions. She is a tireless advocate for the cohort and in everything that she does. She helps mtheory, Country Music, Nashville, and our industry be better people.

Cameo Carlson, mtheory, cameo@mtheory.com

Is the nominee a Music Biz member – Yes

Submission # 41

Timothy Hinshaw **Head of HipHop/R&B, Amazon Music**

Timothy Hinshaw recently recognized as Billboard Music's 2022 Executive of The Year, has transformed Amazon Music into a global force for hip hop through innovative campaign in the live-streaming space working with global icons Kendrick Lamar, Kanye West, Drake, Tyler The Creator, The Clipse, ASAP Rocky, J.Cole, Lil Wayne, and today's next generation of superstars, Summer Walker, 21 Savage, Megan Thee Stallion, Steve Lacy, Baby Keem and more. Each campaign was intentional in defining moments not only in hip hop but in music's history. Hinshaw's vision for hip hop music and executional contributions established Amazon Music's presence in the music space competitively in the industry. Each of these moments created a never been done before moment as it served a greater purpose for fans to be connected, artists to elevate their creativity and business, and city economies to be positively impacted (i.e. Free Larry Hoover Concert, HipHop50 City Sessions, Amazon Music Live Thursday Night Football w/ donations towards charities, and more). His leadership has been phenomenal.

Sierra Lever, Amazon Music, selever@amazon.com
Is the nominee a Music Biz member – Yes