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*](https://docs.google.com/presentation/d/1BFj0E6JkkXQ5LdOasRXxdbZVYz0hWSddKw3KjUdX2mw/edit?usp=sharing)

*• Summit Recap Video –* [*https://www.youtube.com/watch?v=mLSrEZKzIc4*](https://www.youtube.com/watch?v=mLSrEZKzIc4)

*• Billboard Mention –* [*https://www.billboard.com/business/streaming/tidal-streaming-service-block-financial-services-1235544785/*](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/*](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*](https://www.barclayscenter.com/events/detail/tidal-x-brooklyn-2018)

*• TIDAL RISING YouTube –* [*https://www.youtube.com/watch?v=qp7wUtwnwd8&list=PLTzbgTLLMTme7egqaA7Dga\_4SME8rRp9h*](https://www.youtube.com/watch?v=qp7wUtwnwd8&list=PLTzbgTLLMTme7egqaA7Dga_4SME8rRp9h)

*• TIDAL RISING Georgia –* [*https://www.thehypemagazine.com/2022/12/tidal-celebrates-homegrown-artists-with-new-rising-georgia-series/*](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*](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 # 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/*](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 # 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 # 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

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*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

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*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

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*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

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*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

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*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

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*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

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[*https://konsonantmusic.box.com/s/c7ewqmbx36xsm31a15ebihejvs5dcfq5*](https://konsonantmusic.box.com/s/c7ewqmbx36xsm31a15ebihejvs5dcfq5)

Andrew Gross, Konsonant Music, andrew@konsonant.com

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*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

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*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

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*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

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*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