

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

### **Hallie Anderson & Jess Page**

*Co-Founders, Rareform*

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Hallie Anderson and Jess Page are co-founders of Rareform, a boutique artist services company built for independent musicians. Rareform has worked with global artists such as Royel Otis, Julia Jacklin, L'Imperatrice, The Blaze, Windser, Genesis Owusu, among others to build custom direct marketing, digital, DSP, and release strategy campaigns that support long-term growth.

2024 was a banner year for Rareform. Hallie and Jess worked with Royel Otis's label Ourness and their manager Andrew Klippel, who launched Australian indie rock group Royel Otis into new stratospheres of success. Last year, the band earned their Billboard Hot 100 debut, notched over 137 million streams across platforms, sold out not one but two US tours, went viral on TikTok with their covers of Sophie Ellis-Bextor's "Murder On The Dance Floor" (which peaked at #1 at US Alternative radio) and The Cranberries' "Linger," and released their debut album 'Pratts & Pain' to critical acclaim. That album's lead single "Sofa King" broke the top 15 on the Billboard Alternative Airplay chart and the top 10 at US Alternative Radio.

In addition to their work with Ourness, Anderson and Page also worked with Australian rock group Ocean Alley and ushered the band through a massive viral TikTok moment for their song "Confidence," which so far has generated over 1M creates and over 3.6B views on the platform. The song then peaked in the top 25 on Billboard's Hot Rock and the top 15 on Billboard's Hot Alternative charts, notched 1.3M Shazams and 450M LTD streams, and bowed at #1 on the Spotify US Viral chart and #8 on the Spotify Global Viral chart.

Prior to founding Rareform, Hallie and Jess came up together at Mom+Pop, eventually rising the ranks to helm the company as co-General Managers, leading strategic release campaigns for artists such as Flume and Courtney Barnett – both of whom earned their first GRAMMY nominations (and first win for Flume) under Hallie and Jess's watch. Hallie and Jess led the independent label through a period of significant growth, constantly pushing the boundaries of what was possible – a theme that carries through to her current leadership of Rareform.

Hallie Anderson has spent over a decade as a staunch advocate for artists with a focus on the independent sector. She is strategic, determined, and sharp, and she uses these qualities to kick down doors for her artists, never satisfied to go the expected route and always looking around corners for new opportunities. While at Mom+Pop, Hallie earned her MBA from Fordham's Gabelli School of Business and followed her entrepreneurial instincts to found Rareform with Jess Page. Hallie's passion and work ethic are evident in everything she does – which is why so many artists have chosen to work with her over many years (such as former Mom+Pop signees Hinds, who work with Rareform today).

Jess Page has spent nearly 15 years in the music industry championing artists across genres. Page prides herself on being a scrappy executive, having cut her teeth in the independent music world, where she learned to achieve great things with limited resources. Page is the epitome of an artist advocate. She has an instinctual understanding of how artists tick – a quality that allows her to be a trusted advisor to artists and their teams. She takes a bespoke, curated approach to every artist she works with, shaping strategies and tactics to meet each artist's individual needs.

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## Submission #2

### Dima Budron

*Attorney-at-Law, Mitchell Silberberg & Knupp LLP*

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Dima Budron is a dynamic and dedicated music lawyer whose exceptional contributions to the music industry have cemented her reputation as a rising star under 40. As an attorney in Mitchell Silberberg & Knupp's (MSK) Los Angeles office, Dima represents a diverse array of clients, including musical artists, producers, production companies, and other creative professionals. She has played an indispensable role in handling matters with legacy artists, breakout artists, and iconic American music foundations, such as the Ray Charles Foundation. Dima also focuses her practice on representing recording artists and producers that represent diverse communities as she strives to provide legal representation to underrepresented communities to give them support to participate in the music industry at a competitive level.

Some of her accomplishments include, but are not limited to:

- Ongoing representation of breakout star and Australian musician grentperez in entertainment transactions matters since 2020, when he was just starting his professional music career. At age 12, grentperez posted his first YouTube video, and over time, garnered over 100 million views and 600K subscribers by posting videos of himself playing the guitar and singing covers/original songs. In 2021, he released his debut single "Cherry Wine," which quickly became an international sensation, and earned Gold records in both Australia and the United States. Dima received a Gold record plaque in her name for her contributions to grentperez's career. In 2024, grentperez performed to a packed out crowd at Lollapalooza. He is releasing his debut album and starting his world tour in 2025, which is projected to be a big success. Over the years, Dima has represented grentperez in connection with publishing agreements, recording agreements, promotion and endorsement agreements, and much more.
- Participated in the negotiation of the multimillion dollar sale of a legacy artist's music catalog. Dima managed the due diligence, oversaw the other associates involved with the matter, and liaised with the buyers to make sure they obtained all the information needed to close the deal.
- **\*\*\*CONFIDENTIAL\*\*\*** Ongoing representation of American Association of Independent Music ("A2IM"), including in connection with their signature Indie Week and Libera Awards events, Merlin Network, and Jammcard, the "Musician's Referral Network" startup that counts Quincy Jones among its investors (including in connection with the release of their film entitled Trap Jazz). Dima handles their contracts, agreements, and more.
- **\*\*\*CONFIDENTIAL\*\*\*** Assisting in the representation of the Ray Charles Foundation, in connection with multiple projects concerning Ray Charles' musical legacy. Dima manages the licensing of music in

the Foundation's legacy library and is working on negotiating agreements for the release of new music involving Ray Charles' music.

- . Ongoing representation of Between East LLC, an entertainment and media company that celebrates Middle Eastern & North African (MENA) art, creativity, and culture to reveal a new global identity and provide opportunities to MENA creatives to enter and succeed in the entertainment industry. Dima prepares and negotiates a variety of production and event agreements for Between East, and strategizes with the company regarding growth and development plans to maximize the company's impact on the community.

Additional Links:

[https://musicbiz.org/wp-content/uploads/gravity\\_forms/243-3ea4602996a8507c5ac80ef3e8e7398c/2025/01/NEXTGEN-Ones-to-Watch-Award-2025-I-Dima-Budron.docx](https://musicbiz.org/wp-content/uploads/gravity_forms/243-3ea4602996a8507c5ac80ef3e8e7398c/2025/01/NEXTGEN-Ones-to-Watch-Award-2025-I-Dima-Budron.docx)

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### Submission #3

#### **Erica Johnson**

*Creative Director, Vydia*

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Erica Johnson is an accomplished Creative Director at Vydia, renowned for her visionary leadership and transformative impact within the music and entertainment industries. Rising from Head of Creative Marketing to Creative Director, she has redefined the brand's creative direction, pioneering initiatives that empower artists, labels, and business owners while setting a new standard for innovation and excellence.

As the architect of the groundbreaking Powered By event series, she has created a platform that democratizes access to vital resources and connections by bridging aspiring creatives with top DSPs, brands, and agencies. Under her leadership, Vydia has partnered with top industry players including Meta, The Recording Academy, and The MLC, to provide a community of collaboration, innovation, and lasting relationships.

Her influence extends to experiential and event marketing, where she has masterminded the creative vision behind Vydia's most iconic tentpole events, including sold-out experiences at the Music Biz Conference, SXSW, and The Grammys. She also introduced the highly celebrated Vydia Experiences program, which fosters meaningful connections within the artist community through curated moments like gastronomic adventures, sports games, and award show activations.

Johnson's unparalleled creative strategy is exemplified through her oversight of a talented design team, leading the creative direction of merchandise lines and digital storefronts for artists like 4batz, lovelytheband, and Skillet. Through her passion for storytelling, artistry, and fostering authentic connections, Erica has not only elevated the Vydia brand but has also left an indelible mark on the industry as a whole.

Johnson is also deeply committed to mentoring the next generation of music and creative professionals. Beyond sharing her industry expertise, she actively fosters growth by guiding emerging talent and creating opportunities for meaningful career development. At Vydia, she plays an integral role in organizing mentorship opportunities with local universities and non-profits, bridging the gap between students and executives in the music industry through thoughtful panels, networking events, and one-on-one mentorship opportunities.

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#### Submission #4

##### **Lindsey Major**

*Chief Member Experience Officer, The MLC*

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Lindsey Major has been a driving force behind the Mechanical Licensing Collective's (The MLC) ongoing transformation, propelling the organization to new heights in customer experience and operational excellence. As Chief Member Experience Officer, she has been instrumental in building The MLC's customer service infrastructure from the ground up, a task she first began before The MLC was fully operational.

Under Lindsey's leadership, The MLC has become an industry leader in providing seamless, efficient service to songwriters and music publishers navigating the complexities of mechanical licensing. Since launching full operations, The MLC has distributed nearly \$3 billion in total royalties and grown its global membership to over 50,000 Members. These achievements are largely due to Lindsey's vision for member-first service, which has enabled The MLC to connect with its Members in meaningful ways and ensure they receive the royalties they're owed.

Lindsey's achievements are not just numbers—they reflect a transformative shift in how The MLC interacts with the music industry. During the challenging early days of the COVID-19 pandemic, Lindsey built and launched a virtual support team from scratch, providing phone, email, and chat support five days a week. Her ability to adapt and innovate during this period laid the foundation for a customer service model that has exceeded industry standards. In 2024 alone, her team responded to over 26,000 interactions, consistently surpassing customer service benchmarks, and solidifying The MLC's reputation as a leader in member satisfaction.

Lindsey has also played a pivotal role in developing and implementing The MLC's Voice of the Customer (VoC) initiative. This program formalizes The MLC's approach to gathering, analyzing, and acting on Member feedback, enabling continuous improvement of the Member experience. Lindsey established regular support surveys and introduced a direct feedback feature within The MLC Portal, allowing Members to provide real-time input. This feedback mechanism has proven invaluable, as it enables The MLC to adapt its services to better meet Member needs, with tangible improvements such as easier access to royalty statements, clearer navigation, tool enhancements, and enhanced data accuracy in royalty reporting.

One of Lindsey's most impactful contributions has been her work on enhancing The MLC's Member Portal—a critical tool that Members rely on for managing their works and tracking their royalties. Based on extensive Member feedback, Lindsey and her team identified several pain points within the Portal, including navigation issues, limited filtering options, and challenges in accessing data quickly. In response, Lindsey led a project to redesign key elements of the Portal, resulting in a more intuitive interface and the introduction of advanced filter and export features. These new features have

significantly improved Members' ability to search and sort through their data, allowing them to better manage their accounts and royalties. The enhanced Portal now offers a Member dashboard, which provides a centralized view of essential information, helping Members track their works, view payment history, and quickly identify any actions needed to claim royalties. Since the launch of these updates, Member engagement with the Portal has increased, and user satisfaction has risen, reflecting the success of Lindsey's efforts to make the platform more user-friendly and functional. Additionally, Lindsey has led enhancements to The MLC's Member tools, including the Matching Tool, which has seen nearly 2 million approved matches submitted by Members.

What truly sets Lindsey apart is her unwavering commitment to service. Through her vision and leadership, she has set a new standard for customer experience in the music industry—ensuring that every Member feels heard, supported, and empowered to navigate the complexities of mechanical licensing with confidence. Her ability to blend innovation and operational excellence has made her a transformative leader at The MLC and a trailblazer in the music industry at large. As The MLC enters its fourth year of full operations, Lindsey and her team are not only refining their current services but also laying the groundwork for future innovations that will further elevate the Member experience. Her forward-thinking approach promises to continue driving The MLC's success, solidifying its position as a leader in the industry and ensuring that Members receive the highest level of service for years to come.

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## Submission #5

### **Ifunanya Nweke**

*Executive Director, Jazz Hands For Autism*

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Dr. Ifunanya Nweke, Ed.D., is a trailblazer whose visionary leadership and innovative approach have impacted the landscape of music education and employment for individuals on the autism spectrum. As the founder and executive director of Jazz Hands For Autism, a 501(c)(3) nonprofit, Dr. Nweke's work addresses critical challenges faced by the autism community. Over 80% of individuals on the spectrum are unemployed or underemployed, and their creative talents often go unnoticed. Dr. Nweke's groundbreaking initiatives empower these individuals by creating platforms for them to explore, develop, and share their musical talents with the world. Jazz Hands For Autism has grown under her leadership into a multifaceted organization that not only fosters artistic expression but also creates pathways to sustainable careers in the music industry.

Dr. Nweke's innovation is evident in the programs she has designed, including the Conservatory for Neurodivergent Musicians, the Jazz Hands Musicians Academy, and the Jazz Hands Jobs Program. These programs combine music curriculums with practical workforce development, equipping autistic musicians with the skills and opportunities to excel. To date, her efforts have facilitated over 200 work placements, enabling participants to collectively earn more than \$50,000 through sync licensing, live performances, and long-term job opportunities.

Beyond programmatic success, Dr. Nweke's impact extends to reshaping industry perceptions of neurodivergent talent. By spearheading initiatives like the Jazz Hands Music Library and the Jazz Hands Concert Series—which has reached audiences across six continents and amassed over 50,000 YouTube views—she has elevated autistic musicians onto global stages, challenging stereotypes and celebrating their artistry.

Dr. Nweke's work is not only innovative but also deeply intersectional, addressing systemic barriers and expanding inclusion globally. Her commitment to fostering culturally attuned and accessible music education is exemplified by her efforts to increase music education access in Africa, particularly in Nigeria. Through strategic partnerships and leadership roles, including serving on the advisory committee for the University of Cambridge Autism Education Project, she champions inclusion on a global scale.

Her leadership and advocacy have been featured on NPR, CBS, and KTLA News, where she amplifies the importance of diversity, equity, inclusion, and accessibility (DEIA) in the arts. Additionally, she has been called to share her expertise at prestigious events and institutions, including the GRAMMY Museum, the Vancouver International Film Festival, and the Los Angeles County Department of Arts and Culture. Dr. Nweke's contributions embody the intersection of artistry and advocacy. Her innovative programs,



transformative leadership, and global impact make her a standout leader under 40, whose work has set a new standard for inclusion and representation in the music industry.

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Abigail Olivacce, Jazz Hands For Autism

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## **Submission #6**

### **Amadea Choplin**

*COO, Pex*

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In an industry where female executives comprise only a small percentage of leadership roles, Amadea Choplin stands as a beacon of innovation and change. As Chief Operating Officer of Pex, she exemplifies the innovative spirit and exceptional leadership that the NEXTGEN NOW One To Watch Award celebrates. Her passion for the arts and technology communities has given her a unique perspective for the intersection of technology and music, but also demonstrates how diverse leadership drives creative solutions.

### **Breaking barriers in tech and music**

As one of the few female COOs in the technology and music sectors, Amadea has shattered traditional barriers in two male dominated industries. Her success challenges industry norms and proves that diverse leadership drives innovation and differentiation. Under her guidance, Pex has successfully navigated multiple funding rounds and acquisitions, demonstrating that female leadership styles can effectively drive both technological advancement and business growth.

Joining Pex at the pre-seed stage, Amadea has been instrumental in transforming the company into the global leader in digital rights technology. Amadea brings a distinct perspective to technological innovation that challenges traditional approaches in the male-dominated tech sector. Her leadership style emphasizes collaboration, long-term sustainability, and inclusive solution-finding. These qualities have proven crucial in developing industry partnerships with legacy organizations like The MLC and providing user-friendly solutions that better serve the diverse needs of rightsholders, distributors, platforms, and brands worldwide.

### **Transformative technology that creates lasting industry impact**

Under Amadea's leadership, Pex has developed groundbreaking technologies that address critical challenges in the digital content ecosystem:

- Advanced content identification: Leading the development of sophisticated matching technologies that can identify and track audio, melody, voice, and lyrics across digital platforms with unprecedented scale and accuracy

- Fraud prevention technology: Modified audio solutions that detect music fraud from manipulated audio – like sped up songs, mashups, and voice swapping – protecting rightsholders from lost revenue on DSPs and social platforms

- AI safeguards: Developing solutions to prevent the unauthorized use of copyrighted works in AI training and generation, addressing one of the most pressing challenges in the current digital rights management

--Emptying black boxes: Developing comprehensive data and attribution systems that give rightsholders unprecedented visibility and control over their content and enable them to claim more of their missing royalties

### **Future-focused innovation**

--Amadea's vision has positioned Pex at the forefront of solving complex digital rights challenges including:

- Empowering rightsholders with data-driven insights to make informed decisions about their content
- Enabling platforms to proactively address copyright infringement and fraud during the upload process
- Leveraging matching technology to identify AI-generated music and voices to safeguard copyright against deepfakes and other AI challenges

### **Building inclusive technology and teams**

Amadea's background in International Relations and Public Administration brings a humanistic approach to technical challenges. She has consistently advocated for technology solutions that consider diverse perspectives and needs, ensuring that Pex's innovations serve a broad spectrum of users and use cases. This inclusive approach has led to more robust and adaptable solutions in digital rights management.

As COO and head of people, Amadea has built and scaled teams that reflect her commitment to diversity and inclusion. Her approach goes beyond traditional metrics, focusing on creating an environment where different perspectives are not just welcomed but actively sought out. Under her leadership, Pex has developed a culture where innovation emerges from the collaboration of diverse voices and experiences.

### **Demonstrated success**

- Under Amadea's leadership style, Pex has achieved:
- Successful navigation of multiple strategic transitions while maintaining team cohesion
- Securing significant funding rounds in a male-dominated investment landscape
- Exponential company growth while building an inclusive company culture
- Strategic acquisitions that have enhanced both technological capabilities and team diversity
- Development of industry-leading content identification systems that consider diverse user needs

### **Why we feel Amadea is a NEXTGEN\_NOW One To Watch Award winner**

As a female executive in a male-dominated industry, Amadea serves as a role model and advocate for greater diversity in technology leadership. Her success demonstrates the value of diverse perspectives in driving innovation and solving complex industry challenges.

Amadea's work extends beyond current technological solutions – she is actively shaping the future of digital rights management in an era of rapid technological change. Her focus on emerging challenges, such as AI's impact on copyright, positions her as a forward-thinking leader prepared to address tomorrow's challenges today. She consistently pushes for consideration of how new technologies will impact different communities including artists, creators, rightsholders, and those that consume content.

The combination of Amadea's strategic vision, proven leadership success, and commitment to both technological innovation and diversity makes her an ideal candidate for the NEXTGEN\_NOW One To Watch Award. Her work not only advances Pex's vision of “attribution for all” but also creates pathways for future female leaders in technology while demonstrating the tangible benefits of diverse leadership in driving industry innovation.

## **Credentials**

Amadea holds a BSc in International Relations from the London School of Economics and a Masters in Public Administration from Sciences Po Paris.

## **2024 speaking engagements:**

- Are You For Real: How to Identify AI-Generated Music @ SXSW
- Women-focused roundtable discussion on women in the C-suite @ Music Biz 2024
- AI & Content ID @ RightsTech AI Summit
- License to generate: Is this music real? Music Tectonics webinar

## **Videos:**

- License to generate: Is this music real? Music Tectonics webinar:

[https://www.youtube.com/watch?v=nDbI\\_3fQh7g](https://www.youtube.com/watch?v=nDbI_3fQh7g)

- Compensating Creators in the New Content Ecosystem for Hudson Institute:

<https://pex.com/blog/video-pex-coo-talks-compensating-creators-with-the-hudson-institute-joined-by-bandlab-beatstars-and-roblox/>

[https://musicbiz.org/wp-content/uploads/gravity\\_forms/243-3ea4602996a8507c5ac80ef3e8e7398c/2025/01/Music-AI-Explained-FAQs-Answered-by-Experts.pdf](https://musicbiz.org/wp-content/uploads/gravity_forms/243-3ea4602996a8507c5ac80ef3e8e7398c/2025/01/Music-AI-Explained-FAQs-Answered-by-Experts.pdf)

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## Submission #7

### **Geraldo Ramos**

*CEO, Music AI*

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Geraldo Ramos brings AI advancement to the music industry as a musician who cares about the industry and the rights of creators. He deeply understands the needs and rights of creators, which has fueled his mission to build AI-driven tools that empower artists. His work as the founder and CEO of Moises, now part of Music AI, has revolutionized how musicians interact with technology, opening new opportunities for creative exploration and revenue generation.

#### **Innovative Contributions:**

Geraldo founded Moises with the goal of enhancing the music experience for artists with a mission to enable creative potential. One of the platform's core innovations, AI stem separation, allows musicians to isolate instruments from songs, enabling practice, remixing, and performance opportunities. Under his leadership, Moises has become a game-changer in the industry, helping musicians at all levels harness AI to refine their craft.

Geraldo has been at the forefront of responsible AI implementation. Unlike many AI companies, Music AI from the beginning exclusively trains on licensed content and ensures that voice models receive royalties, prioritizing ethical AI usage. His work recently secured funding led by Connect Ventures, further demonstrating industry confidence in his artist-first approach.

#### **Solving Industry Challenges:**

Geraldo has addressed some of the music industry's most persistent issues—content identification and metadata accuracy. Music AI's cutting-edge metadata and content identification features help resolve licensing and revenue distribution challenges, ensuring that creators receive their rightful earnings. The platform's AI content identification capabilities add an additional layer of transparency, allowing users to detect AI-generated material and protect rightsholders.

#### **Champion for Latin American Artists:**

As a Brazilian entrepreneur, Geraldo has been a steadfast advocate for Latin American artists. He has leveraged Music AI to amplify their presence, ensuring that the company's journey reflects a commitment to diverse and global music communities. His efforts have provided visibility to artists from underrepresented regions, fostering innovation and equity within the music industry.

#### **Key Achievements & Impact:**

- **Technology Pioneer:** Geraldo holds multiple patents that serve as the foundation for the technology powering Moises and Music AI.
- **Entrepreneurial Success:** Prior to Music AI, he founded and successfully exited multiple companies, including Hack Hands, which was acquired by Pluralsight, and Gigahost/6PS, which was acquired by San Internet.

- Hands-on Innovator: Despite his executive role, Geraldo remains actively involved in software development, continuing to code and create new products daily.
- Award-Winning Impact: His work recently earned Moises the prestigious iPad App of the Year award, solidifying its position as a leading tool for musicians worldwide.

Geraldo Ramos embodies the spirit of the #NEXTGEN\_NOW One To Watch Award—a leader whose exceptional contributions, innovation, and commitment to artists have reshaped the music industry. His work continues to push the boundaries of AI's role in music, making technology more accessible, ethical, and beneficial for creators everywhere.

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## Submission #8

### Chuka Chase

*Co-Founder & CBO, SymphonyOS*

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At only 31 years old, Chuka's accomplishments in the music business have reached millions of fans globally. From being born in Nigeria to now running one of the leading automated marketing platforms in the world, Chuka has helped power thousands of artists with marketing strategies and tools to level up their career. He first began his career running marketing for major labels under his own company, Integral Studios, which partnership with Sony. It then led him and his co-founder to managing their own artists. Now, as Co-Founder of Symphony (a Music Biz member), he's helping democratize music marketing...using AI to take all of their expertise + time in learning how to market artists to a platform that makes a "team" in your pocket possible + accessible to all levels of artists and teams. Their team platform allows marketers, labels, and more to now be able to streamline all of their campaigns in one place while giving teams back their bandwidth to continue to build the next global superstars while still being human.

He's also been the mastermind behind some of the biggest artists in hip-hop, R&B, and more including SZA, Childish Gambino, Burna Boy, 21 Savage, Travis Scott, Cash Cobain, Summer Walker, Coi Leray, Tinashe, and more. See below for a few highlights of Chuka's work:

- Partnered with UnitedMasters, SoundCloud, Audiomack, Downtown, 24/7 Artists, among others (integrated with Spotify and Apple Music as well)
- Business Insider's "13 Creator-economy Startups to Watch, according to top VCs" – <https://www.businessinsider.com/promising-creator-economy-influencer-marketing-startups-per-top-vcs-2024-10>
- Serving 95,000+ artists with automated ad targeting, marketing strategies, custom websites, and more
- Assisted with creating "Maestro AI", the ChatGPT-esq platform feature built for teams and creators to create and execute marketing plans at any budget

Additional Links:

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## Submission #9

### **Sally Rose Larson**

*SVP, Government and External Affairs, DIMA*

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Sally Rose has built a reputation as one of the leading policy and political minds representing the music industry. During her time on Capitol Hill, she was one of the chief architects of numerous pieces of landmark legislation, including the Music Modernization Act. A native Southerner, Sally Rose was referred to as a 'steel magnolia' on the Floor of the US House of Representatives for her work navigating complicated policy matters and relationships to forge compromise and achieve the hard-fought unanimous vote on the historic legislation. Since joining DIMA, she has become a leading digital policy advocate and is widely recognized to have an influential and well-respected voice on Capitol Hill and beyond. She has a reputation as someone who strives to work across industry and seek areas of consensus, while fiercely advocating for music streaming.

With her deep relationships, both in the political sphere and in the broader music industry, and her in-depth knowledge of industry politics and policy, she is a forceful communicator on behalf of the Digital Media Association's (DIMA) members (Apple Music, Amazon, Feed.fm, Pandora, Spotify, and YouTube). Leveraging her extensive experience navigating political, legislative, and regulatory issues, Sally Rose leads advocacy efforts at DIMA, overseeing government affairs, communications, and research. She is recognized as one of the leading advocates for the digital music industry, working at the intersection of music and technology.

Over the last year, she was the driving force behind several of DIMA's notable initiatives, including spearheading the launch of DIMA's rebrand, which was first previewed at DIMA's first-ever members event during A2IM Indie Week. She has also been a driving force behind increased engagement on AI policy, acting as a liaison between policymakers, regulators, and the music industry.

As the global voice of music streaming, DIMA continues to grow its engagement internationally. Sally Rose has played a key role in this growth and expanded advocacy for DIMA and is poised to help continue growing the trade body's international voice. Most notably, she has played a critical role in overseeing DIMA's expansion and increased engagement in public affairs activity in Canada and Latin America.

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Elle Walters, DIMA

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## Submission #10

### **Emily Stephenson**

*President, Downtown Music Publishing*

[emily@downtownmusic.com](mailto:emily@downtownmusic.com)

Nashville-based Emily Stephenson is the President of Downtown Music Publishing.

With a client roster ranging from John Lennon & Yoko Ono to Miles Davis, Peso Pluma, Colbie Caillat, Atticus Ross, Raja Kumari, and many more, DMP - alongside Songtrust and Sheer Publishing - empowers over 500,000 songwriters with more than 9 million copyrights

Stephenson has dedicated a decade of her professional career to Downtown and was appointed as the President of Publishing in January 2023 at the age of 33. This new role was a significant milestone, as it marked the first time that Downtown Music Publishing and Songtrust united under one leadership, which Stephenson continues to oversee. Since her appointment, Stephenson has been instrumental in leading all publishing efforts, resulting in securing key signings for the Publishing division. These include Grammy-nominated songwriter and award-winning artist, Laurie Anderson, Cameron Montgomery and notable indie rock band The National.

Under Stephenson's tenure, Songtrust introduced anti-fraud measures which are now being replicated across the music publishing industry. Since Songtrust was founded in 2011, it has distributed more than \$150 million to songwriters and is the only sophisticated solution in the sector to partner with songwriters globally and at scale.

Even before Stephenson's appointment as President, she was a steadfast driving force in the administration and client services aspects of publishing for Downtown's songwriter and publishing clients. Her expertise in working with Ryan Tedder, Big Yellow Dog, and the John Lennon Estate has been invaluable in growing Downtown's group of Publishing companies. Stephenson's dedication, passion, and expertise have been essential in making Downtown Music Publishing and Songtrust a groundbreaking force in the music industry.

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Emma Cordell, Downtown

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### Submission #11

#### **Meredith Nadeau**

*Director, Brand Marketing & Communications, The Orchard*

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As Director of Brand Marketing and Communications and an eight-year veteran at The Orchard, Meredith Nadeau helps to oversee the indie distributors' content, events, and sponsorships, globally. She has cultivated some of the brand's most noteworthy events across the music industry's top conferences including SXSW, GRAMMYS, and Music Biz. Additionally, Meredith was the force behind The Orchard's 25th Anniversary Award initiative, the newly redesigned website, and implemented new processes for The Orchard's GRAMMY campaign. In her role, Meredith has frequently utilized The Orchard platforms and partnerships to center artists across all intersectionalities. She is always working to strengthen The Orchard identity as an inclusive and diverse community of independent artists and labels.

Beyond her role in Brand Marketing and Communications, Meredith is an active member of The Orchard's internal gender-inclusive initiative, WOTO (Women of The Orchard). Meredith is helping to uplift women and gender-nonconforming individuals within The Orchard and beyond through partnerships, open discussion, education, activism, team building, and more.

Additionally, Meredith was accepted into the 2024 Keychange U.S. cohort, a gender-expansive development program for artists and innovators in the music industry. With the support of Keychange U.S., Meredith participated as a panelist at A2IM's Indie Week and has been selected as a Mentor at the 2025 SXSW conference. Meredith serves as Co-Chair of Membership on the Board of Queer Capita, a non-profit for LGBTQIA+ music industry professionals. She is currently working to build their membership offering and was instrumental in securing a \$25,000 grant from Sony's Social Justice Fund.

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Renee Oliver, The Orchard

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#### Submission #12

**Mag Rodriguez**

*CEO, EVEN Labs*

Mag@even.biz

Mag is the visionary behind EVEN, a platform designed to bridge the gap between artists and their fans. By enabling direct connections, EVEN empowers artists to increase their income while providing fans with a more personal and engaging experience.

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Joseph, EVEN Labs

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### Submission #13

#### **Nikki Camilleri**

*Director, Mana*

nikkicamillerix@gmail.com

Nikki is a Forbes 30 under 30 music industry executive who has been championing artist and making a real difference.

She is first generation British originally hailing from Malta. At 16 she was awarded Microsoft Social Enterprise of the Year and HSBC Company of the Year through Junior Achievement Young Enterprise for her arts and events company started to help promote local artists. This received recognition most notably from The President of Malta and the 8 o'clock news as well as sponsorship from Vodafone. This achievement spurred her move to London where she has worked in the creative industries championing artists ever since.

She has had stints at Warner Music, Believe and Glastonbury Festival to name a few leading her to scout and give some super successful artists their very first deals such as Cat Burns (now top 10 charting), James Vickery, Ayelle and more. Her career has also seen her work campaigns for household names such as David Guetta. This wealth of experience and knowledge led her to start mana - to help underserved artists build sustainable careers - born from the sheer need she experienced when speaking to artists daily.

Mana's mission is to advance sustainable careers in the music industry - enabling artists to maximise their projects, driving social impact through creative work, advocating for working conditions in which music professionals thrive and as a result breaking down the barriers of who gets to be creative. Mana delivers artist development and mentorship, talks, project work & consulting for organisations and universities, research institutes, startups, conferences and directly within the artist and music community. We've helped over 1000 creatives and counting.

Further to this work, she is a Fellow of the Royal Society of Arts, a UN Women Delegate 2024, directly supports and mentors independent artists as well as having served as a visiting lecturer at London College of Music (UWL), City University and London College of Contemporary Music (LCCM). Her keen interest in policy and advocacy led her to run a viral petition campaign primarily on Twitter in 2019 receiving over 90,000 signatures and press from Time Magazine and The Independent in aid of a human rights case and she has recently volunteered as a researcher for the United Nations in her spare time.

Useful links as supporting material (please find testimonials on the first link):

<https://nikkicamilleri.com/>

<https://www.linkedin.com/in/nikkicamilleri/>

<https://www.forbes.com/profile/nikki-camilleri/>

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Oliver Dixon, Professional Drummer  
[Blooper1@hotmail.co.uk](mailto:Blooper1@hotmail.co.uk) | 7795511486

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#### Submission #14

##### **Alex Marques**

*Digital Strategist & A&R Consultant*

[alexmarques92@icloud.com](mailto:alexmarques92@icloud.com)

Alex Marques is a dedicated digital strategist and A&R consultant with a passion for empowering artists through innovative marketing and creative direction. With a career spanning collaborations with Grammy-winning artists and emerging talent, Alex has a proven track record of developing impactful campaigns that drive meaningful results.

Notable projects include working with Rob Thomas's management team to develop unique strategies for the "Chip Tooth Smile" rollout," crafting social media strategies that boosted audience engagement, reshaping Ryan Cabrera's digital presence, and introducing Makena Hartlin to Melody Place. Melody Place, founded by Leigh Shockey, is a boutique label in Nashville known for its artist development focus and genre diversity. The label operates under the leadership of Sanborn McGraw as President and Tony Gottlieb as COO. Recognizing her unique talent and alignment with the label's mission, Alex facilitated her connection to the label, making her the first signing under Sanborn McGraw. Additionally, Alex has worked closely with artists like Haley Johnsen and Mandy Barnett to enhance their brand, elevate their storytelling, and connect them with key collaborators to amplify their music.

Alex's creative portfolio demonstrates expertise in reshaping digital landscapes to amplify artist visibility. From leveraging underutilized platforms for Ryan Cabrera to crafting cross-platform strategies for Mandy Barnett and Blessing Offor, Alex tailors every initiative to align with an artist's authentic voice and vision. His work also emphasizes fostering creative connections, such as linking Makena Hartlin to Melody Place and curating artists for international tours. Alex's ability to combine storytelling with data-driven strategies, while maintaining an artist-first approach, makes him a standout leader in the industry. His contributions consistently blend innovation, authenticity, and measurable impact, making him an excellent candidate for the #NEXTGEN\_NOW One To Watch Award.

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Alex Marques, Freelance  
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## Submission #15

### **Konnea Mcandrew**

*Founder, President & CEO, Lgmusicpub Publishing Agency Int'l LLC*

[konnea.mcandrew@lgmusicpub.com](mailto:konnea.mcandrew@lgmusicpub.com)

It is with great pride that I nominate Konnea McAndrew for The #NEXTGEN\_NOW One to Watch Award. A true trailblazer under 40, Konnea has redefined excellence in the music industry through visionary leadership, groundbreaking innovation, and an unwavering commitment to progress. Her professional achievements are matched only by her dedication to mentoring emerging talent and fostering diversity, ensuring a brighter future for the industry. Konnea's transformative impact and unparalleled contributions sets her apart as the embodiment of this award's spirit, making her a standout candidate well deserving of this prestigious honor.

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Torianne Baley  
[toriannebaley@gmail.com](mailto:toriannebaley@gmail.com)

Konnea McAndrew is a trailblazing force in the music and tech industries, earning her place as one of the most influential figures redefining the future of rights management and artist empowerment. Known for her forward-thinking approach, McAndrew has built a reputation for seamlessly blending creativity and innovation, transforming the way artists navigate the business of music in the digital age. Under her visionary leadership, McAndrew has spearheaded initiatives that give musicians, producers, and creatives the tools to take control of their careers and maximize their impact on a global scale. Her work is not just about building platforms—it's about building legacies. A tireless advocate for inclusivity and equity in the entertainment world, McAndrew's name is synonymous with progress. Whether in the boardroom or onstage at a keynote, she's shaping the conversation and setting the standard for what's next in music and beyond.

<https://finance.yahoo.com/news/lgmusicpub-empowering-artists-revolutionizing-music-191500100.html>

[https://markets.financialcontent.com/stocks/news/read/42635314/lgmusicpub\\_publishing\\_makes\\_their\\_mark\\_with\\_global\\_publishing\\_rights\\_to\\_little\\_richard\\_catalog](https://markets.financialcontent.com/stocks/news/read/42635314/lgmusicpub_publishing_makes_their_mark_with_global_publishing_rights_to_little_richard_catalog)

<https://empoweringtheindependentmusician.blogspot.com/>

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Jessica Hampton, CKH Group  
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## Submission #16

### **Katy Gavillet**

*Vice President, Creative Music Fox Entertainment Music*

katy.gavillet@fox.com

In navigating the complexities of the entertainment industry, I'm incredibly proud to have a strategic and creative partner like Katy Gavillet, who leads the Fox Entertainment Music team's creative and operational vision. Katy consistently goes above and beyond to elevate our music brand, positioning us for future growth in this dynamic and competitive space.

Recently, Katy secured an innovative partnership with Concord Music, marking a groundbreaking collaboration between a major TV network/film studio and a leading music publishing company. By co-producing songs, we achieve a balanced ownership structure within our songwriting camp partnerships, enhancing our catalogs and enabling deeper engagement in the artist space. This partnership not only strengthens our licensing and sync capabilities but also expands our reach across culture, streaming, and beyond.

NOTE: In addition to the photos attached (FEM team + Concord team + Katy's headshot), I can also send you a short video clip of the camp session with Katy.

[https://musicbiz.org/wp-content/uploads/gravity\\_forms/243-3ea4602996a8507c5ac80ef3e8e7398c/2024/11/templImage3hY9J7.jpg](https://musicbiz.org/wp-content/uploads/gravity_forms/243-3ea4602996a8507c5ac80ef3e8e7398c/2024/11/templImage3hY9J7.jpg)  
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Mamie Coleman, Fox Entertainment  
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