



**20<sup>th</sup> ANNIVERSARY**  
**MUSIC & MEDIA 2009**  
INTERNATIONAL  
DELEGATES



# 20<sup>th</sup> ANNIVERSARY MUSIC & MEDIA 2009 INTERVIEWS



## TERRY MCBRIDE

Founder & CEO, Nettwerk Music Group

Terry McBride is the current CEO and one of three founders of the Nettwerk Music Group, which includes Nettwerk Productions (Canada's largest independent record label), Nettwerk Management (artist and producer management), Nettwerk One (publishing), and Artwerks (graphic and fashion design). Founded in McBride's apartment in 1984, Nettwerk has corporate offices in Vancouver, Boston, Los Angeles, Nashville, New York, Hamburg and London. Since its inception, Nettwerk has released over 500 different albums and sold over 150 million albums worldwide. In the past few years McBride has spoke at dozens of international conferences about advances in digital technology, intellectual property rights and the future of music distribution. In 2008, McBride co-authored a paper for the British University of Westminster's "Musictank" entitled Meet the Millennials.

In 2004, McBride stepped onto a yoga mat for the first time by way of recommendation from a friend, and it wasn't long before he realized that yoga offered him more than just a flexible body and mind. Acting on this realization, McBride along with his friend and yoga instructor, Lara Kozan, launched a chain of wellness centers called YYoga. It's McBride's vision for YYoga Studios to evolve into social third spaces, focusing on health and wellness for the body, mind, spirit and the community.

McBride's latest endeavor combines his two principle passions in the re-launch of Nutone Music. Encompassing music from the realm of devotional chant, world beat and beyond, Nutone is dedicated to the development of a new genre within today's musical landscape. McBride explains, "Nutone's mission is to seek out what we feel is the best music that fits into the modern day Yoga studio, various wellness practices and everyday enjoyment of music. With many descriptions from World music to Chant to New Age to Mantra music, Nutone will demystify and clarify for listeners a brand that will be consistent in delivering quality albums."

At the 2003 Juno Awards Terry received the Walt Grealis Special Achievement Award, recognizing an outstanding individual who has contributed to the growth and advancement of the Canadian music industry. Terry has also twice been awarded the Pollstar Industry Award for Personal Manager of the year for his work with Sarah McLachlan (1997) and Avril Lavigne / Coldplay (2002).

[www.nettwerk.com](http://www.nettwerk.com)

[www.musictank.co.uk/reports/meet-the-millennials](http://www.musictank.co.uk/reports/meet-the-millennials)

[www.savethemusicfan.com](http://www.savethemusicfan.com)

[www.twitter.com/terrymcbride](http://www.twitter.com/terrymcbride)



## **TOM SILVERMAN**

Founder & CEO, Tommy Boy

2005 marks the 24<sup>th</sup> anniversary of Tommy Boy as one of the world's premier independent labels. In the course of two tumultuous decades in popular music, Tommy Boy founder and CEO, Tom Silverman, has created a striking success story for himself and his company. In the process, Tommy Boy has earned gold, platinum and multi-platinum albums by such artists as Everlast, Queen Latifah, Coolio, Naughty By Nature, Club Nouveau, De La Soul, Digital Underground, and House of Pain.

In 2002, Tommy Boy returned to full independence ending its 15-year relationship with Warner Bros. The Billboard Magazine number one dance label for three years in a row, Tommy Boy has now launched The Silver Label focusing on the gay and lesbian creative core and providing content for the rapidly growing gay and lesbian media. In 2005, Tommy Boy has energized its distribution system signing Big Cat Records and others to distribution deals.

Navigating the difficult waters of today's music industry require a non-traditional approach which is Tom's specialty. Enthusiasm and experience, dedication and innovation: These are the qualities that Tom Silverman brings to the task of leading Tommy Boy into its third decade of success.

In addition to founding Tommy Boy, Tom is also a co-founder of the independent film and television company Tommy Boy Films, the Dance Music Report magazine, which ran from 1978 to 1992, and the Dance Music Hall of Fame, which existed from 2003 to 2005. He also co-founded and co-organized the annual New Music Seminar, which ran from 1980 to 1995 and which he re-launched in 2009 as a more frequent, touring event. Tom also serves on the board of RIAA, Sound Exchange, American Association of Independent Music (A2IM), Merlin and has served for many years on NAIRD/AFIM board, the Rock and Roll Hall of Fame, and the Dance Music Hall of Fame, as well as the NARM Manufacturer's Advisory Board. Tom was the recipient of the NARAS Heroes Award in 2000. He has a degree in environmental science from Colby College and attended Graduate School at Western Michigan University in Environmental Geology.

[www.tommyboy.com](http://www.tommyboy.com)

[www.tommyboyfilms.com](http://www.tommyboyfilms.com)

[www.newmusicseminar.biz](http://www.newmusicseminar.biz)



### **CARTER ADAMS**

The Windish Agency (USA)

Carter Adams came to booking after being a promoter at Grinnell College. In January 2008, he became an agent at The Windish Agency, where he had previously spent 2005-2006 as an agency associate. He has also been a tour manager in North America and Europe for artists such as Rickie Lee Jones, Battles, 120 Days, and José González.

[www.windishagency.com](http://www.windishagency.com)



### **ALEXEY ALIAEV**

Soyuz Music (Russia)

Alexey Aliaev is head of A&R/Business Development Director of SOYUZ MUSIC Russia. He has been into music all his life; during his career in music he has gone from being a vinyl shopman to a representative for Warner Music in Russia. His key point is to develop a modern independent scene in Russia, which he has been doing for the past 12 years at Soyuz. His main aim is to find licensing/distribution contracts from all over the world. Labels represented are BEGGARS GROUP, PIAS, COOKING VINYL, SNAPPER, SPV, EAGLE ROCK, NAIVE, WAGRAM etc. Styles vary from extreme grind core to DJ dance.

[www.music.soyuz.ru](http://www.music.soyuz.ru)



### **CECILIA ANCKER**

Universal Publishing Scandinavia (Sweden)

Cecilia Ancker has been based in New York working for the band Aerosmith/Colin Management 1996 and London 97-05, where she held the post Director Talent & Music MTV Networks Europe. Since then had her own agent/PR company based in Sweden now Cecilia working at Universal Publishing Scandinavia as Senior Creative & Exploitation Manager. Cecilia's job includes finding deals, new platforms etc for their Scandinavian signed bands/artists on the international market.

[www.umusicpub.com](http://www.umusicpub.com)

[www.cecilianancker.com](http://www.cecilianancker.com)



## **RYUHEI ANDO**

Creativeman Productions (Japan)

Ryuhei “Andy” Ando works for Creativeman Productions, a concert promoter based in Tokyo, Japan. He’s a part of a promotion team, giving ideas of the most effective way to promote our shows while keeping in close touch with record labels, TV and Radio stations, Magazines etc. Andy is also in charge of official festival merchandise for 4 big festivals every year: a Punk festival, Punk Spring, an R&B/Hip Hop festival, Spring Groove, a Metal festival, Loud Park and one of the biggest festival in Japan, Summer Sonic.

[www.creativeman.co.jp](http://www.creativeman.co.jp)



## **JØRGEN ANGVIK**

Tuba Records (Norway)

Jørgen Angvik is the label manager at Tuba Records, Norway’s leading independent distributor with labels such as Sub Pop, Epitaph, Bella Union, Jagjaguwar, Cooking Vinyl, City Slang, Ipecac, Earache, Secretly Canadian etc. on the roster. Tuba’s inhouse labels include Tabu, DogJob and Bauta, and they also represent many of Norway’s finest independent labels and bands.

[www.tubarec.com](http://www.tubarec.com)



## **MARION VON ASCHWEGE**

KBK (Germany)

Marion von Aschwege has worked for KBK (Klaus Boenisch Konzertagentur) in Munich since 2005. Klaus Boenisch was the managing director of Mama Concerts for 20 years and has run his own tour promotion agency since 2003. This company is part of the DEAG Entertainment Group. At KBK Marion started out organizing tours for bands like The Who, Deep Purple, Katie Melua, just to name a few. Besides being constantly in close contact with agents, managements and labels, she’s responsible for tour-marketing, promotion, artwork and advertisement, too. Additionally she holds the position of Booker New Talents. In collaboration with agents Marion organizes showcases for numerous international newcomer bands; furthermore she books tours and festivals for bands like N.E.R.D. feat. Pharrell Williams, AIR, Kaizers Orchestra, The Duke Spirit, Orishas and many more. After successful tours with Kaizers Orchestra she became their agent for GSA. 2008 Marion discovered the band Asaf Avidan & the Mojos from Israel and became their international agent as well as European Co-Manager. In the meantime this band has become one of the most talked about acts in the music industry. Recently she took over the position as International Agent of The Broken Beats (from Denmark).

[www.kb-k.com](http://www.kb-k.com)



## **MARKUS BALK**

Boost Europe (Germany)

Markus Balk, 34, has been working in the music business since 1995. He started as the talent scout and then A&R Manager for the GUN Label Group (Sony BMG) and has worked with gold and platinum artists such as Guano Apes, HIM, Within Temptation, Oomph!, Bullet For My Valentine and many more. Currently he is doing Boost Europe, conducting freelance A&R and running a publishing company together with Universal Publishing. Over the years Markus has built up an extensive network throughout Europe, including record labels, distributions, managements, booking agencies and many more.

[www.boost-europe.com](http://www.boost-europe.com)



## **OLIVER BERGMANN**

Oktober Promotion (Germany)

Oliver Bergmann is one of the owners of Oktober Promotion. Oktober Promotion is located in Hamburg and has been around for 5 years. The company is specialized in Print and Online promotion for the German market – its list of clients includes major companies like Universal, Warner or EMI and also various other labels and companies like Fullsteam Records, Essential Music, Prosthetic Records, Bronzerat, Salvo Music and many more. The focus is definitely on rock music, but can vary from Singer/Songwriter to Death Metal. Oktober Promotion also helps in management and consulting or can take care of the whole product management for a release, if necessary.

[www.oktoberpromotion.com](http://www.oktoberpromotion.com)



## **ANDY BETA**

(US)

Andy Beta is a respected freelance music writer and critic based in Brooklyn, New York. An early supporter of local acts like Animal Collective, Grizzly Bear, and The DFA, his byline has appeared nationally and internationally in The Village Voice, The Believer, Spin, Vibe, The Onion, Los Angeles Weekly, Resident Advisor, Pitchfork, Manhattan Magazine, XLR8R, and Yeti. He also maintains the Beta Blog.

[www.andybetablog.blogspot.com](http://www.andybetablog.blogspot.com)



## **SAT BISLA**

A&R Worldwide/MusExpo (USA)

Sat Bisla, a native of Wolverhampton, England has certainly enjoyed a multi-faceted career in the music industry--over the years he's worked as a DJ, radio programmer, booker, artist manager, A&R scout and/or consultant for Interscope, Atlantic, Epic, Columbia, Sony, Island, Warner Bros. Records, Nettwerk and many others. After helping expose and/or develop such Platinum-selling artists as Dido, Keane, Faithless, Fatboy Slim, Ting Tings, Sam Sparro, Coldplay, Missy Higgins and many others for the American audience, Bisla truly started to hit his stride upon starting A&R Network, an innovative independent artist discovery and development platform that was acquired by the world's largest radio broadcaster - Clear Channel Radio and live entertainment company Live Nation in 2001, where he assumed the worldwide role of Vice President for A&R Network. Bisla also constructed the creative foundation for Clear Channel's New Music Network (an artist/consumer social networking platform back) in 2001. Shortly thereafter Bisla founded A&R Worldwide, where he played a key role in the discovery and/or signing of many promising new artists while also writing the weekly A&R column for Radio & Records. Bisla's executives networking dinners also gave birth to MUSEXPO, the influential global music, media and technology conference that takes place each spring on the legendary Sunset Strip in West Hollywood, California, attracting many hundreds of key delegates and artists from over three dozen countries worldwide.

[www.anrworldwide.com](http://www.anrworldwide.com)

[www.musexpo.net](http://www.musexpo.net)



## **ILYA BORTNUK**

Light Music (Russia)

Ilya Bortnuk started his career in music business as an art director of the first alternative music club in Russia, TaMtAm. Also he worked as music journalist and radio host. In the beginning of 1990s he founded Shock Records label in St. Petersburg. Then he started working as an A & R director in Gala Records, the official representative of EMI and Virgin Records in Russia. Later he focused on organizing concerts and music festivals. In 2000 Ilya founded Light Music promoting company which is known in Russia and Europe for organizing the concerts and festivals of the cult, cool and brand new foreign and Russian acts. The most popular Light Music festivals are Stereolet and Nordbeat. Recently Light Music has started dealing with producing artists again.

[www.light-music.ru](http://www.light-music.ru)



## **JESPER BORUP**

SPOT Festival (Denmark)

Jesper Borup has been working for ROSA (The Danish Rock Council), the organization behind the annual SPOT Festival in Aarhus, Denmark on and off since 2001. He has been a part of the office administration as well as the production team behind SPOT. This year he worked as the main booker at the festival, and next year he will be the coordinator of the international festival day at SPOT in May 2010.

[www.spotfestival.dk](http://www.spotfestival.dk)



## **PER BUSSMANN**

TRIADA Promotion (Sweden)

Per Bussmann, a guy from way up north in Sweden, with many years of experience from the music business and editorial promotion founded TRIADA Promotion in March 2006. In addition to playing himself, he has been involved in arranging concerts and clubs and has been working with promotion both independently and in-house with a record label. From time to time focusing on the Swedish market, but he has also been the coordinator for promotion agents of several different areas in Europe, US, South America and Russia. He's also had the pleasure to work with several different genres, ranging from singer/songwriters, jazz, pop and rock to the blackest kind of metal. During his time in the business he has managed to build up an excellent network of managements, booking agencies, press/media, labels and, of course, artists.

[www.triadapromotion.se](http://www.triadapromotion.se)



## **KEITH CAHOON**

Hotwire (Japan)

Keith Cahoon was born and raised in Northern California, where began buying records obsessively from the age of nine. After dropping out of college and working as a carpenter, he entered the music business as a clerk at Tower Records in Stockton, California in 1977, and moved through the company ranks until landing as CEO of Tower Records Japan in 1984. Under his leadership Tower Japan grew into a national chain with over 60 stores and annual sales of over \$500 million. While at Tower he established their free paper Bounce, on-line retail, record label and music publishing divisions. In October 2003 Keith founded Hotwire Inc., a Tokyo based music publishing company and consultancy, where he works with a wide range of foreign and domestic artists, companies and organizations. While maintaining Hotwire, Keith also served as Director of iTunes Japan for two years. He has written about music for CD liner notes, and for variety of publications, including Pulse and Rolling Stone, maintains a popular music news website in Japanese and contributes to [www.nippop.com](http://www.nippop.com), which provides information in English about Japanese music.

[www.hotwirejapan.com](http://www.hotwirejapan.com)

[www.nippop.com](http://www.nippop.com)



## **ERIC COOK**

The Global Music Group Limited (UK)

Eric Cook is a music industry veteran of nearly 30 years. His career has taken him through band management (most notably helping establish the careers of Black Metal Legends VENOM, and Folk Metal Originators SKYCLAD), publishing (via ATTACK MUSIC PUBLISHING, a company Co-owned with his brother Ged Cook, with over 2000 titles administered) and recording (a £1.2 million, state of the art SSL recording facility called BLAST RECORDING - recording bands like The Arctic Monkeys, The Editors, Therapy? etc., co-owned once again with his brother Ged) finally to the place he feels is his most comfortable, his natural environment, as Label Manager to three of his brother's labels: DEMOLITION (Twisted Sister, W.A.S.P., Hanoi Rocks, David Lee Roth Vixen etc) DR2 RECORDS (Sebastian Bach, Therapy?, Wednesday 13, Lauren Harris etc) and the Classical Music Label CLASSICAL RENNAISSANCE (over 60 CD titles in the catalogue to date). All the above companies now fly under the one banner THE GLOBAL MUSIC GROUP LIMITED. With offices in the UK, The US and Germany, The Global Music Group has its sites firmly set on the future, and is always looking for new bands.

[www.demolitionrecords.com](http://www.demolitionrecords.com)



## **GED COOK**

The Global Music Group Limited (UK)

Ged Cook started his musical career as drummer with British Thrash Legends ATOMKRAFT. Following four years of constant touring both as headliners and supporting bands like VENOM, SLAYER, EXODUS and TESTAMENT, and 3 releases via Neat Records/Roadrunner, he decided to move more into the "business" side of the music "biz". In 2000 he started his first record label DEMOLITION, signing bands like W.A.S.P., DAVID LEE ROTH, TWISTED SISTER, HANOI ROCKS and QUIET RIOT. 2005 saw additional labels being started most notably DR2 RECORDS (Sebastian Bach, Therapy?, McQueen, Wednesday 13 etc), D.V.E. a video company releasing both "In Concert" releases as well as straight forward "Rockumentry's". The most recent addition to Ged's collection of labels is CLASSICAL RENAISSANCE, a Classical Music Label, who have just over 30 CD releases in its catalogue to date, with many more additions to come. 2008 saw Ged bring all his labels (and a recent £1.2 million State of the Art SSL studio purchase) together under the collective name known as THE GLOBAL MUSIC GROUP LIMITED. Ged is always looking to both sign and license product Worldwide.

[www.demolitionrecords.com](http://www.demolitionrecords.com)



## **RUNE DANIELSEN**

Indie Distribution (Norway)

Rune Danielsen has been working in the Norwegian music business for the last 15 years, mainly in distribution. He is currently A&R/Label Manager at Indie Distribution, one of Norway's leading distributors which carries labels like Nuclear Blast, Rough Trade, and many more. Indie also has their own in-house label Indie Recordings, with bands like Enslaved, Keep of Kalessin, Vreid, Wardruna, Satyricon and more. Rune is responsible for a lot of the foreign labels. Indie is interested in all sorts of music, although it mainly distributes rock and metal.

[www.indiedist.no](http://www.indiedist.no)



## **AL DI**

ALDTV/Universal Music/Icon Promotions (China)

Al Di (Di Wei) is the co-producer/host of ALDTV. His work credits include: Weird Al Yankovic, Fall Out Boy, Good Charlotte, Lamb Of God, Arch Enemy, Black Rebel Motorcycle Club, The Raveonettes, Hot Hot heat, The bird and the bee etc. He also in collaboration with Ni Bing from Lychee productions produced the Snow Ball Finnish-Chinese music industry conference in Shanghai in June 2009. Al joined Icon Promotions in the middle of 2009, where he was in charge of Finnish metal icon Stratovarius' Beijing show in September 2009 and in collaboration with Icon's Jesse Liu booked UK band British Sea Power's show in Taipei. In November 2009 he will bring American group Au Revoir Simone to China, and later on Coco Rosie, Hot Hot heat and many more. In addition to this he worked for Universal Music Group China's international repertoire for 2 years. Al is looking for cooperation and business opportunities between Finnish and Chinese live music industries.

[www.aldtv.com](http://www.aldtv.com)

[www.icon-promotions.com](http://www.icon-promotions.com)

[www.umusic.com](http://www.umusic.com)



## **ANNE DILLMANN**

Rookie Records (Germany)

Since Summer 2006, Anne Dillmann has supplied Rookie Records with all aspects of public relations, promotion and artist development. Prior to this she held a top ranking position heading up corporate communications in a telecommunications company. Previously she also worked as a journalist for special interest media with specific focus on print and online.

[www.rookierecords.de](http://www.rookierecords.de)



## **NINA K. EASTON**

404 Music (USA)

According to Billboard Magazine “In the turbulent times – like Barry Gordy (Motown) once did - Nina Easton has built Ichiban into one of the premier labels.” Ed Christman continues “I am always amazed at the way she, as a top US Executive makes herself available and her demeanor is so down to earth. Nina has developed a key role in dialog that shapes industry practices” Nina Easton who is from Finland is co-founder of Ichiban Records with 15+ Gold and Platinum Records and the first female CEO of a National Independent Distribution Company. She has too many endeavors and accomplishments to list them all. Just this past August at the Atlanta Music Convention, Nina brought together the Music, Gaming, Online and Cyber Space Industries key players to start the dialog and understanding of each others culture and how to go forward together. Nina is in the middle of writing a book titled “Midnight Train from Finland to Georgia” She is considered a trailblazer and visionary.

[www.404music.net](http://www.404music.net)



## **KERSTIN GANZEMÜLLER**

Iceland Airwaves (Iceland)

Kerstin Ganzemüller is a music business student at Popakademie in Germany. She has been working for Iceland Airwaves festival since 2006 and currently she is working as the Travel & Artists Relations Manager.

[www.icelandairwaves.is](http://www.icelandairwaves.is)



## **GRIGORY GOLDENZWAIG**

Ikra/Stockholm University (Russia)

Greg Goldenzwaig is a promoter, writer and media researcher. His major focus in live business is Scandinavian music which he has been most extensively working with, mainly in Russia. He has been writing about music as a journalist since mid-1990s, the most noticeable contribution being his concert/club section at Afisha, the reputable guide to culture and entertainment in Moscow (2002-2005). He has been organizing numerous music events, establishing music festivals, professional seminars on music business and founding music venues. His Finnish music festival Itsenäisyysö became the first regular Finnish contemporary cultural event outside Finland (2003). Afisha Picnic Openair under the times of his management has become the biggest festival event in Russia (2005). On behalf of European Music Organization he published a report Music Export Russia (2005). IKRA club as co-founded by him was named the Best Music Club by the national Night Life Awards (2007). Greg is an author of travel guides to Helsinki and Stockholm and a Ph.D. He currently lives and works in Stockholm researching national music exports at Stockholm University.

[www.ikraclub.ru](http://www.ikraclub.ru)

[www.su.se/english](http://www.su.se/english)



## **STEFAN GRIMM**

Cargo Records (Germany)

Stefan Grimm started at Cargo Records Germany in January 2003 as a label manager, now being “Head of Label Management / A&R”. Cargo Records Germany is a major player in the German music distribution landscape and distributor for all relevant retailers, chains and mail-order companies in Germany, Austria and Switzerland. Stefan is working with labels/companies like 12 Tonar, Bone Voyage, Damaged Goods, Fierce Panda, Hyperdub, Invada, Jagjaguwar Megamania, Polyvinyl, Rune Grammofon, Secretly Canadian, Side One Dummy, Sub Pop, Touch & Go and others. Stefan’s responsibilities include planning & coordinating release campaigns and marketing strategies for the distributed labels, but also signing/licensing bands/artists for the German market. From Scandinavia Cats On Fire (FIN) and Eskobar (SE) are the most recent licensed artists. Stefan got rewarded for the sales of Art Brut “Bang Bang Rock & Roll” with an Impala Silver Award. He has been working with and in the music industry since the early 1990’s. Former employments include Rough Trade GmbH, Zomba GmbH, deo.com.

[www.cargo-records.de](http://www.cargo-records.de)



## **JESPER GRUNDITZ**

GM Promotion (Sweden)

Jesper Grunditz is the founder of GM Promotion which offers services such as TV, Radio and Press promotion. GM Promotion concentrates mainly on TV, radio and Press, both longlead and shortlead but also works with the web side of things; bloggers, Twitter, Facebook, online communities and so on offering custom-made solutions for each client’s individual requirements. GM Promotion also does consulting and leads projects forward so that every artist and label can get the most of everything. GM Promotion has successfully been promoting both new and very well known bands and artists in Sweden working with both small independent labels as well as all the major labels. The keyword is music and of course the people behind it - not the label.

[www.myspace.com/gmpromotion](http://www.myspace.com/gmpromotion)



## **MATTHEW HALL**

White Heat/The Lexington (UK)

Matthew Hall graduated from University in 2000 with a degree in Aerospace Engineering and has worked in the music industry almost ever since; starting with DJing, moving into promoting a clubnight and booking bands. Somewhere along the lines White Heat (for that was the name of the club) got a reputation for being quite good (putting on newly signed or unsigned bands), spawned a record label (now defunct - don't even ask) and moved to a slightly larger venue in Soho, London. Matthew now runs a venue in Kings Cross, London named the Lexington that is to be home to the new monthly Nordic music showcase night starting in November.

[www.whiteheatmayfair.com](http://www.whiteheatmayfair.com)

[www.thelexington.co.uk](http://www.thelexington.co.uk)



## **JOHAN HARGEBY**

Sound Pollution (Sweden)

Johan Hargeby is the founder of Sound Pollution. Sound Pollution, founded as House Of Kicks in the mid 80's, is one of Scandinavia's largest independent music companies with a more than 20 year story. Its activities include distribution, promotion of external label, own production on the record labels Black Lodge and Wild Kingdom, music publishing company Sound Pollution Songs, record store and mail-order Sound Pollution in the Old Town, Stockholm. Sound Pollution has exclusive physical and digital distribution agreements with labels from all over the world. Sound Pollution has a net work of independent distribution and licensing partners all over the world and complete world-wide system for digital distribution. An important aspect is the diversity of extreme metal and punk with commercial acts like Bullet, Hellacopters and Sabaton that Sound Pollution represents for the world. Sound Pollution story includes names as Dissection, Entombed, Europe, Nightwish, Hammerfall, Hanoi Rocks, In Flames, Hellacopters, Refused and many many more. The company's current key activities Ace Frehley, Joan Jett, Manowar, Wasp and AC4 (the hardcore project involving Dennis Lyxén and David Sandström of Refused fame) and new albums on the Black Lodge label by Bonafide and Hellfueled.

[www.sound-pollution.com](http://www.sound-pollution.com)



## **JONAS HOLST**

Sony/ATV Music Publishing Scandinavia (Sweden)

Swede Jonas Holst is A&R and Song Marketing Manager at Sony/ATV Music Publishing Scandinavia. Jonas has previously worked at the label V2 as label/product manager and helped set up the structure of V2 Music in Scandinavia and also worked at various positions at Sweden's independent label Sonet Grammofon, Stockholm Records and Polar Music.

[www.sonyatv.com](http://www.sonyatv.com)



## **KYLE HOPKINS**

Microsoft/Xbox (USA)

Kyle Hopkins oversees music supervision for Microsoft Media Acquisitions worldwide. He curates soundtracks for first party Xbox games, as well as media preloads for Microsoft products such as Windows, Windows Mobile, Surface, Zune, and the corresponding ad campaigns. Kyle also hosts two weekly radio programs on award-winning KEXP 90.3fm in Seattle – a 4-time CMJ “Station of the Year” award winner, and the most streamed radio station in America. As a performer, Kyle has deejayed alongside Damian Marley, Massive Attack, Toots & The Maytals, Goldie, Benga, LJT Bukem, DJ Hype, Amon Tobin, and countless others.

[www.microsoft.com](http://www.microsoft.com)

[www.xbox.com](http://www.xbox.com)



## **ULYSSES HÜPPAUFF**

Halbe Miete (Germany)

Before Ulysses Hüppauff started his management company Halbe Miete about five years ago he worked for about 12 years in several record companies, including Sony Music and Universal Music. Halbe Miete is split in three different territories:

- 1) Artist Management is focused on rock artists who have the potential of international careers. Ulysses represents bands like Apocalyptica, The 69 Eyes, Turisas and others.
- 2) Publishing is a joined venture with Universal Music Publishing which is a link for European bands to use the companies' network worldwide as well as a representation for songwriters from all around the world.
- 3) Networking was formed to offer artists or companies consulting activities. They are currently acting as a freelance A&R office for Sony Music.

[www.halbemiete.com](http://www.halbemiete.com)



## **NIKLAS JONSSON**

Luger (Sweden)

Niklas Jonsson works for Luger in Sweden, a promoter and agency that promotes about 1500 shows all over Scandinavia each year. Niklas works mainly as a promoter for international talent in Scandinavia. He is also one of the managers for three of the main festivals in Sweden: Where The Action Is, Way Out West and Popaganda.

[www.luger.se](http://www.luger.se)



## **MATT JORDAN**

Matt Jordan founded the music blog You Ain't No Picasso while in college in 2004. In addition to writing his blog he also works at a record store in Lexington, KY and has photographed for Pitchfork Media, Spin and Rolling Stone.

[www.youaintnopicasso.com](http://www.youaintnopicasso.com)



## **STEFAN JUHLIN**

Pitch & Smith (Sweden)

Stefan Juhlin is a booking agent and the co-founder of the international booking agency Pitch & Smith based in Stockholm, Sweden. He's representing acts exclusively in EU/UK such as Wovenhand (US), Wildbirds & Peacedrums (SWE), John Vanderslice (US), Shugo Tokumaru (JPN), The Silent Years (US) and Choir of Young Believers (DK) just to name a few. He has worked for the Scandinavian promoter Luger but also as an independent promoter for several years before that, promoting shows with International Noise Conspiracy, The Hives, I Am Kloot, Looptroop, The Haunted and many many more.

[www.pitchandsmith.com](http://www.pitchandsmith.com)



## **SHIROH "ONTA" KAWAGUCHI**

Creativeman Productions (Japan)

Shiroh "Onta" Kawaguchi is from Creativeman Productions a major concert promoter based in Tokyo, Japan. He takes care of international PR/Marketing on behalf of the company, and has been a musician for years with multiple talents as well. Creativeman Productions promotes the huge festival, Summer Sonic (capacity 250 000) and 4 other middle and mini sized festivals as follows: Punkspring (capacity 25 000), Springroove (capacity 25 000), Loud Park (capacity 30 000) and British Anthems (capacity 2 500). The company also promotes about 150-200 tours per year, such as Radiohead, Green Day, Black Eyed Peas, Beyonce, Daftpunk, Prodigy Rancid, Hanoi Rocks, etc, and co-promotes V-Rock festival, Greenroom, Wire. Finland Fest Tokyo has been showing a very important function in the Japanese market, both in presenting record deals to Japanese labels and new Finnish artists' live acts. ONTA has been a Japanese producer for Finland Fest live acts since 2004. Some of the bands have been promoted at Summer Sonic and V-Rock festival, such as Don Johnson Big Band, Lovex, Negative.

[www.creativeman.co.jp](http://www.creativeman.co.jp)

[www.myspace.com/ontauniverse2](http://www.myspace.com/ontauniverse2)



## DAN KOPLOWITZ

Friendly Fire/Terrorbird (USA)

Dan Koplowitz wears many hats. He runs the New York-based record label, which recently celebrated its 5th anniversary and has worked with artists such as Asobi Seksu, The Phenomenal Handclap Band, Oh No Ono, David & the Citizens, Faunts, as more. He also acts as a label liason and all-around “idea guy” for Terrorbird Media, an independently-owned music marketing company with offices in New York, Los Angeles, and San Francisco. Terrorbird’s label clients comprise a veritable who’s-who of the music industry, including Domino, Mute, Ghostly International, Secretly Canadian, Stones Throw, Columbia, Kill Rock Stars, Vice, Warp, Ninja Tune, and many more.

[www.friendlyfirerecordings.com](http://www.friendlyfirerecordings.com)

[www.terrorbird.com](http://www.terrorbird.com)



## SERGEJ KORSAKOV

Bad Taste (Russia)

Sergej Korsakov is the head of Bad Taste and Tyran of Cardboardia. BAD TaStE is an independent record label and concert agency based in Moscow, that organizes regular tours (mainly in Moscow and St. Petersburg but sometimes in other cities of Russia and Ukraine too) and releases CDs of various funny and cheerful or just plain crazy bands and artists from abroad as well as from Russia. Punk-cabaret, funny electronics, crazy chanson, reggae/ska, balcan, gypsy, ethno-punk, brothel rock - they have it all. Bad Taste is also an agency and releasing label in Russia for such bands as The Tiger Lillies (UK), Jason Webley (US), Neoangin (Germany), La Segá Del Canto (FIN), The Real Tuesday Weld (UK), Menlo Park (UK), DeVotchKa (US), Flea-Pit Orchestra (UK), Spitalul de Urgenta (Romania), Psoy Korolenko (RU), Korabl (RU) etc. They’re constantly looking for new artists to work with, especially funny bands that have accordions or horns or stupid children’s keyboards. Cardboardia is a country without territory. Personages (citizens) materialize towns of Cardboardia from time to time. Already 6 towns have materialized during the last 2 years. The last town materialized on territory of Finland with support of Helsinki Festival.

[www.myspace.com/badtasterus](http://www.myspace.com/badtasterus)

[www.cardboardia.info](http://www.cardboardia.info)



### **DMITRIY KOVALEV**

Modern Noise Booking (Russia)

Modern Noise Booking was formed in St Petersburg (Russia) in 2006. They are booking shows in St. Petersburg and tours over Russia, Ukraine and Europe. They have worked with such bands like Converge (US), Bring Me The Horizon (UK), Misery Index (US), This Will Destroy You (US), Parkway Drive (AUS), Pintandwefall (FIN), Jesse (FIN), Frivolvol (FIN), Getawaycab (FIN) and many many more from all over the world.

[www.modernnoise.ru](http://www.modernnoise.ru)



### **HENNING KRANE**

by:Larm (Norway)

Henning is a part of the booking team for the annual Nordic new-talent festival by:Larm which in 2010 is held in Oslo. He is in charge of booking the Nordic non-Norwegian artists for by:Larm. Besides by:Larm, Henning also is booking for Norway's Slottsfjell Festival which is held in the city of Tønsberg.

[www.bylarm.no](http://www.bylarm.no)



### **VLADIMIR KRAVCHENKO**

Kapkan Records/Agency (Russia)

Vladimir Kravchenko studied at St. Petersburg University of Culture and Arts for music management and started working for Kapkan Records/Agency in 2003 as A&R manager (about 20 releases a year), later as booking manager also. In the past 6 years he has organized about 800 club events mostly for the bands of Kapkan. Today Vladimir also works as a booking manager organizing big Russian tours (about 30 cities every year) for big Russian acts (such as 7th race, My Rockets Up, etc). 3 years ago Kapkan Records started working as an agency bringing international acts to St. Petersburg and other big cities of Russia (Norma Jean, Suicidal Tendencies, Napalm Death, The Exploited, etc). Vladimir also works with many international projects such as Klubi Tampere from Finland for example. In 2007 he started the First International Music Convention in Russia – COLISIUM ([www.colisium.ru](http://www.colisium.ru)). Every year it gathers many important people involved in music business from all over the Russia and Europe. In 2008 Klubi Tampere was also involved in Colisium bringing 3 Finish acts to the expo (RinneRadio, Bloodpit, Shade Empire). Vladimir also officially represents: Radio Roks FM ([www.roks.ru](http://www.roks.ru)) – The very first Russian FM Radio station (St. Petersburg), A-One TV Channel ([www.a1tv.ru](http://www.a1tv.ru)) – First Alternative Music TV Channel (Moscow) and Waiting Hall Club ([www.clubzal.com](http://www.clubzal.com)) – The new club venue with 1200 people capacity (St. Petersburg).

[www.myspace.com/kapkanrecords](http://www.myspace.com/kapkanrecords)



## **MICK KÖPPE**

A.S.S. Concert & Promotion (Germany)

Mick Köppe has been working as a booking agent since 1999 at A.S.S. Concert & Promotion, which is based in Hamburg, Germany. A.S.S. (founded almost 25 years ago) is still an independent agency with 25 employees. A.S.S. booked/books bands like Faithless, Moloko, Nina Hagen, Bob Geldof, Joe Cocker, Volbeat, A-ha, Amy Mac Donald and many others, more than 1000 shows a year, almost every genre between jazz and metal. They have good contacts to clubs and festivals mainly in Germany, Austria, Switzerland, but also work Europe- and worldwide.

[www.assconcerts.com](http://www.assconcerts.com)



## **EMIL LARSSON**

Live Nation (Sweden)

Emil Larsson is an Agent/A&R at Live Nation Sweden and represents a broad range of artists. He has been in the industry for over 15 years and worked as agent since 2001. He handles both national and international bookings, and his roster includes live favorites such as Familjen, Kleerup, Lo-Fi-Fnk, Erik Hassle, Juvelen, Titiyo, Cult of Luna and several more.

[www.livenation.se](http://www.livenation.se)



## **KRISTIAN LARSSON**

Headstomp Production (Sweden)

Kristian Larsson is one of the founders of Headstomp Production, an independent artist agency based in Stockholm, Sweden. Headstomp Productions is one of Sweden's biggest independent music companies and is renowned for its high quality artist roster. Kristian works as a worldwide agent for such acts as Sparzanza, Tomas Andersson, Wij and Elin Ruth Sigvardsson to mention a few. He's also an agent for the Scandinavian and Swedish territory for international acts.

[www.headstomp.com](http://www.headstomp.com)



## **JÖRG LAUMANN**

Musikmarkt (Germany)

Jörg Laumann has been working as a journalist focusing on music, television, film, games and sports for the past 15+ years. He studied Film, English and Politics at Ruhr University in Bochum, Germany, and later went on to work as an editor for Munich-based Entertainment Media Verlag, a leading special-interest imprint in the field of entertainment. In 2004, Jörg returned to Bochum and has established himself as a freelance journalist since then. He is currently a regular contributor for music magazines Musikmarkt and event. and is one of the judges for Germany's Live Entertainment Award LEA. Jörg also frequently appears as a bass player in local rock and metal bands.

[www.musikmarkt.de](http://www.musikmarkt.de)



## **STEVE LEE**

World Lee Consulting (UK)

Steve Lee a 30+ year music industry veteran who is Managing Director for World Lee Consulting Ltd a UK based artist management/consultant company currently representing Thomas Dybdahl (NOR), Sound Of Finland/Poplandia Music (FIN), Redrama (FIN), Conscious Youths (FIN), Mr Singh aka Cape Nape (FIN), Sadie Jemmett (UK), The Pressure Room (UK). Steve was previously Virgin International Marketing Manager and then Director of Marketing for EMI Virgin Continental Europe based in London (Madness, King Crimson, Backstreet Boys, Culture Club, Bryan Ferry, Meat Loaf, David Guetta, Madrugada, Caesars, Lene Marlin, Manu Chao, Enigma, Blind Guardian....) as well as previous Head Of Management for The Rosebud Agency San Francisco (JJ Cale, John Lee Hooker, Robert Cray, John Hammond, Loudon Wainwright III among others). The fan is king.

[www.worldlee.co.uk](http://www.worldlee.co.uk)



### **KALLE LUNDGREN**

Pitch & Smith (Sweden)

Kalle is a co-founder of the international booking agency Pitch & Smith. He used to work for The Agency Group Ltd. Kalle is the international agent for bands like Wolf Parade, Jose Gonzalez, Junior Boys, Caribou, Peter Bjorn and John and Shout Out Louds among others.

[www.pitchandsmith.com](http://www.pitchandsmith.com)



### **DANIEL MAGNUSSON**

Groove Magazine (Sweden)

Daniel Magnusson is a music journalist based in Göteborg, Sweden. He is a writer and editor at Groove Magazine. He started up the webzines Devotion Magazine and Panda Magazine and in 2008 he was the editor-in-chief at Panda Magazine. The site was acknowledged by The Guardian, Metro and Svenska Dagbladet. Daniel has also been a reporter at the newspapers Bohusläningen and Alingsås Tidning, and he has written for the webzine Musiklandet and the booking agency Luger. Daniel used to run the club Bättre än igår (Better than yesterday) in Borås in 2006–2008, where he was a DJ and band booker.

[www.groove.se](http://www.groove.se)

[www.devotionmagazine.se](http://www.devotionmagazine.se)



### **ROBERT ARON MAGNUSSON**

Iceland Airwaves (Iceland)

Robert Aron Magnusson is Head of Marketing & PR for Iceland Airwaves festival. Based in London but has been working for Mr. Destiny in Iceland since 2002. Robert has worked on various music related projects over the years, such as London Airwaves Festival as Festival Director, Artists Management and various club & concert promotions. Robert recently graduated from University Of Westminster with a Masters Degree in Music Business Management.

[www.icelandairwaves.is](http://www.icelandairwaves.is)



## **BEN MALÉN**

Air Chrysalis (Sweden)

Ben Malén is currently Managing Director for Music Publishing companies Air Chrysalis Scandinavia & Global Chrysalis Germany, a part of Chrysalis Music plc. He has a background as a successful recording artist & songwriter in the 80's, moving on to run/co-own Tom Bone Music, an independent music publishing company in the 90's and has since 2003 worked for Chrysalis Music. Since the mid 90's Ben has been one of the main exporters of Scandinavian music to the world. Working with artists such as The Sounds, Broder Daniel, Vincent etc. and songwriters such as Epicentre (N\*Sync, A-Teens, Backyard Babies etc.) Patric Sarin (Darin, Aloha From Hell, Tomas Godoj etc.) Carl Falk (Celine Dion, Il Divo, Westlife etc.).

[www.chrysalis.se](http://www.chrysalis.se)



## **BJÖRN MEYER**

Universal Music Publishing (Germany)

After various internships (e.g. EMI Germany and AOL Germany) and a BA graduation in music business (University of Popular Music and Music Business, Mannheim, Germany) Björn Meyer held the position as Product Manager Continental Europe at Bodog Music for 2 years where he was responsible for European marketing activities of various acts e.g. Wu-Tang Clan, Overkill, RZA, Bleed The Dream, Taste Of Chaos (compilation) and many more. In November 2008 he left Bodog Music Europe to join the Universal Music Publishing Group (Germany) as an A&R manager.

[www.umusicpub.com](http://www.umusicpub.com)



## **JIM MOREWOOD**

E.G.O. (Sweden)

Jim Morewood has been an International Booking Agent for 18 years. He started his career as a "College Booker" at Prestige Talent in 1991 moving on to work for John Jackson at ICM-Fair Warning. From ICM-Fair Warning, through Fair Warning - Wasted Talent to Helter Skelter, Jim learned how to be an agent, and was lucky enough to work with some legendary artists, under the guidance of a legend himself. It was also during this time that he built-up a personal roster of significant artists, some of whom appear on E.G.O.'s roster today. After a short time at ITB, Jim went to work for at Mean Fiddler Music Group and gained more experience in the pop, R'n'B and reggae genres, as well as continuing to represent the faithful clients that stuck with him. After a successful 18 months at MFMG, Jim and his family got the opportunity to move to Sweden, where Jim was to be the Agent and International Tour Co-Ordinator for EMA Telstar. Jim represented EMA's domestic roster outside of Scandinavia, alongside his own roster. After two and a half years with EMA, it was again time to move on, and E.G.O. was born at the beginning of 2006.

[www.englishgentorg.com](http://www.englishgentorg.com)



### **KAT MORRIS**

The Great Escape (UK)

Katherine Morris graduated from The Academy of Contemporary Music in 2000 and has been working within the Music Industry ever since. She started out as a Label Assistant for Fingerlickin' Records and was then recruited to work for MTV European Events Team. In her first year at MTV she co-ordinated 15 events, ranging from small intimate VIP parties up to large scale Award Ceremony post show events. These events took place all over the UK and also in Europe. She then moved on to work for and assist in the launch of MTV Base Africa. During her two years working on the new channel she co-ordinated 20 events in over 8 major African cities. These events included VJ search auditions, finals and after parties, local talent showcases and festival style concerts. Kat started work for The Great Escape in January 07 as Event Co-ordinator, she was promoted to Operations Manager in 2008 and is now seen as a key decision maker and driving force within the organisation.

[www.escapegreat.com](http://www.escapegreat.com)



### **KAZUYA NAKURA**

P-Vine Records (Japan)

Kazuya Nakura has worked 10 years for Blues Interactions, Inc. / P-Vine Records import distribution in the A&R division, representing such labels and artists as Lindstrom, Annie & Smalltown Supersound (Nor), Kitsune (Fr), Ed Banger (Fr), Citizen (Fr, label by Vitalic), Rekids & Radio Slave (UK), Mr. Bongo Records (UK), Auralux (UK), Kindred Spirits, Delsin & Rushhour (Nl), Marcos Valle & Celso Fonseca, Baaba Maal and so on. The music represented ranges from electronic/dance, indie/alternative rock, hiphop, reggae and jazz to world music. The current P-Vine roster includes bands such as Antony & the Johnsons, Bonnie "Prince" Billy, Bat For Lashes, Juan Maclean & DFA Records, Warren G etc. They also have re-issues like Can, Neu!, Einsturzende Neubauten, Raincoats and a series of ZE Records catalogues.

[p-vine.com](http://p-vine.com)



### **ANETTE OBOM**

Boom Music (UK)

Anette Obom started her music career 20 years ago as an international manager for a Swedish record company. She moved to London in 1999 and was, after a couple of years, head hunted to work for Darah Music (Steve Mac, Steve Booker, Nicky Chinn) as head of their 2 publishing companies. In 2006 she set up her own writer/producer management company, Boom Music and has landed about 15 no. 1 records world wide, most recently with Agnes' Release Me.

[www.myspace.com/boommusicltd](http://www.myspace.com/boommusicltd)



### **AYA OHI**

JVC Victor Entertainment (Japan)

Aya Ohi is a long-time executive at Victor Entertainment, Inc. a.k.a. JVC, a leading Tokyo-based independent record and entertainment company. Since joining the firm in 1987 after receiving a bachelor's degree in liberal arts from the International Christian University in Tokyo, her focus has mainly been on finding repertoire sources, approaching rights owners, and negotiating deals for its International Repertoire Department which is responsible for signing "international" artists, acquiring master rights, and developing and marketing them primarily for the Japanese market in genres ranging from rock, pop, dance, hip-hop, and reggae to jazz, classical, crossover, Hawaiian, and soundtracks, whether "frontline" or "catalogue". As Head of International Operations and Deputy General Manager of the department, she and her team work closely with its A&R personnel in actively and selectively seeking out the right business partners. Holding a dual position as Head of International Business Affairs, Aya has the ability to make policy-shaping decisions on all international dealings for the company.

[www.jvcmusic.co.jp](http://www.jvcmusic.co.jp)



### **DANIEL PIEPER**

Starfish Music Management & Consulting (Germany)

Daniel Pieper works as a Manager, Freelance A&R and Marketing Consultant for Labels, Artist, Managements and Promoter/Booking Agents worldwide. Daniel is based in Berlin and focuses on breaking Artists in GSA/Europe. His current client list includes names such as: Alexander Rybak (consultant for GSA and Deal Pitcher), Asaf Avidan & the Mojos (consultant to Management and Deal Pitcher world wide), Beast (Management consultant for GSA), Real Ones (Management Europe exScandic), Belle Who (Label consultant for GSA/Europe), Annie (consultant and Deal Pitcher), KBK Konzertagentur GmbH (consultant in all kind of music affairs) and so on. Daniel has studied law and music and has in the past worked as e.g. Senior Product Manager and A&R at Universal Music Germany (e.g. The Rasmus, Nightwish, Tarja, Sugraplum Fairy, No Angels, James Last), Marketing Manager and A&R at mmp Label of the Artist Xavier Naidoo, and Product Manager at Eastwest Records GmbH (Warner Music) (e.g. Chris Rea, Simply Red, Sarah Brightman, Gutter, NENA, Sire Records).

[www.starfishmusicmanagement.com](http://www.starfishmusicmanagement.com)



### **MARTIN RABITZ**

Trinity Concerts (Germany)

Martin Rabitz has worked for Trinity Concerts in Berlin for the last 10 years as a local promoter for national and international artist and as a booking agent. Martin coordinates all promotional activities from press releases to marketing campaigns.

[www.trinityconcerts.de](http://www.trinityconcerts.de)



### **ANNA ROSDAHL**

Get Served (Sweden)

Anna Rosdahl is a PR/marketing consultant based in Stockholm, Sweden. She has worked within the entertainment business for over 10 years, as well as an International Product Manager at EMI Music Sweden as an Online Editor in New York. Anna's current client list includes Swedish Radio P3, the internationally well known duo The Knife, Scandic Hotels and up and coming artist Adam Heldring amongst others. She has also been working with José González, Baltic Sea Festival, jazzclub Fasching, Kulturhuset etc.

[www.getserved.se](http://www.getserved.se)



### **GARD RYSTAD**

Fairplay Entertainment/Playground Music (Norway)

At age 39, Gard Rystad already has over 20 years experience from the music business, been a musician and songwriter, worked in record shops and chains, worked in most positions in record companies, been involved in starting up several record companies, been CEO at MNW and Playground Music. He has also been a member of the Music Export Norway board and is a member of the board at Ifpi and Gramo.

[www.fairplayentertainment.no](http://www.fairplayentertainment.no)

[www.ifpi.no](http://www.ifpi.no)

[www.gramo.no](http://www.gramo.no)



### **JUERGEN SCHATTNER**

Rookie Records (Germany)

Juergen Schattner founded Rookie Records as a part-time job in 1996 and expanded the label in 1999 when he started working as a label manager/sales rep for Flight13 Records, one of the biggest indie mail orders in Germany. In 2006 he moved to Cologne and added promotion, publishing and band management to the fields of work. Rookie Records' roster includes international highly recommended artists like Spermbirds (GER), Big John Bates (CAN), Hard-ons (AUS), Big Drill Car (USA)... and from 2006 also bands from Finland like I Walk The Line, Heartbreak Stereo and Knucklebone Oscar, which he gave a home in his country.

[www.rookierecords.de](http://www.rookierecords.de)

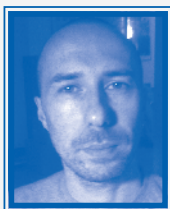


### **RONNIE SCHMIDT**

TRIADA Promotion (Sweden)

Ronnie Schmidt is in charge of TRIADA Promotion's Stockholm based office. He's got several years of experience from a lot of different areas within the entertainment industry: he's been chief editor at one of Sweden's most respected metal mags (Slavestate Mag), founder of a small promotion agency (Eldsjäl) and has been involved in a lot of clubs and venues in Gothenburg and Stockholm. Ronnie has a genuine knowledge of and interest in most genres within music, movies and theater. At the moment Triada Promotion is developing into TRIADA Communication, with a large network of several different companies, to be able to provide a more overall service within the within the entertainment industry and to be able to work in several different territories.

[www.triadapromotion.se](http://www.triadapromotion.se)



### **MICHAEL SCHUH**

Solar Penguin (Germany)

After promoting several shows and Festivals since 1989, Michael Schuh founded Solar Penguin Agency ([www.solarpenguin.de](http://www.solarpenguin.de)) in 1993 in Frankfurt/Germany. Since then he has organised worldwide tours, concerts and festivals for various international artists. Besides that, he has started working out music and event concepts for various brand companies and cultural institutions.

[www.solarpenguin.de](http://www.solarpenguin.de)



### **HIRO SEKINE**

Marquee (Japan)

Hiro Sekine is a Japanese record company MARQUEE's A&R. MARQUEE has a heavy metal label AVALON and a progressive rock label BELLE ANTIQUE. He is in charge of the bands like Gotthard, Poisonblack, TNT, Suicide Silence, Curved Air, LetteMiele, UKZ and many more.

[www.marquee.co.jp/avalon](http://www.marquee.co.jp/avalon)



## NICOLA SLADE

Record of the Day (UK)

Nicola Slade is a music industry journalist, reporter and author based in London, UK. She has worked for various consumer magazines and websites including The Fly where she served as deputy editor for three years, Mean Fiddler (launching the very first Reading and Leeds festival websites) Clickmusic, Slant Magazine (Virgin Megastores' in-store magazine), UK Live and Music Week, where she worked as online and digital editor. Nicola is currently editor of Record of the Day a music industry news service and magazine. She also regularly contributes to a music reviews slot on BBC 5Live and writes features for the MPA magazine, Impact and the PRS For Music magazine, M. She is co-author of "Download the Lowdown" (a guide to downloading music - 2004) and author of "How To Make Music In Your Bedroom" (2007), a guide to home recording, marketing and distributing your own music without the need for a record label. Both books are published by Random House/Virgin.

[www.recordoftheday.com](http://www.recordoftheday.com)



## MAXIM SOROKIN

(Russia)

Maxim Sorokin (a.k.a. Max Hagen) started his journalist career in 2000 as a freelance reporter and photographer for the FUZZ magazine which was then the best in its field in Russia. At this time he was still reading lectures and worked at the Analytical Department of the School of International Relations, St.Petersburg State University. By 2004 the hobby turned into a full-scale occupation at the post of a music editor at the Time Out St. Petersburg magazine and in 2007 as a St. Petersburg editor at Billboard Russia. In 2008 Maxim returned to the FUZZ, this time as a reviews editor having kept this position until beginning of 2009 when the magazine ceased to exist due to financial crisis. At the moment Maxim is freelancing for the first rate Russian media as Kommersant and RBC Daily news-papers, Billboard Russia and Rolling Stone Russia magazines, etc. Having been introduced to the Finnish music scene at the Provinssirock in 2000, Maxim started digging deeper and within a rather short period got pretty familiar with it. According to some mentions, he is one of the best specialists in the Finnish rock- and indie-music in St. Petesburg. Thus he keeps putting words about fresh Finnish artists, establishing new contacts and helping his colleagues in Finland and Russia to find one another. Since 2008 he also started doing some promotional work arranging club gigs in St. Petersburg and Finland.



## DANIEL THEO

Theo PR (UK)

Daniel Theo is the founder and managing director of Theo PR, a PR firm specializing in culture & entertainment. The company was started up over year with an aim to promote arts and any project that they absolutely feel passionate about. With over 8 years of PR experience, Daniel's past experience includes working for independent music and consumer PR firms as well stint at major record labels as Universal and Warner's Atlantic. Currently Theo PR music roster includes four exciting new Finnish acts: Le Corps Mince De Francoise/ Manna/ Zebra & Snake and Joensuu 1685.

[www.myspace.com/theopr](http://www.myspace.com/theopr)



## TROND TORNES

Artspages (Norway)

Trond Tornes is working as Marketing Manager with Artspages, one of the leading digital music sales and distribution companies in the Nordic area, working with artists and companies like Lindstrøm, Sivert Høyem, JJ, The Bear Quartet, Kaizers Orchestra, Zebra and Snake, Thomas Dybdahl, Annie, The New Wine, Hanne Hukkelberg, Superfamily, Alexander Rybak, Titiyo, Melissa auf der Maur, Ghost vs Sanne, Familjen, Rymdreglage and many more. Earlier Trond has been working in music management with the jazz artist Nils Petter Molvær, and before so Trond was in international booking.

[www.artspages.com](http://www.artspages.com)



## KIERON TYLER

MOJO (UK)

Kieron Tyler writes for MOJO, the UK's biggest-selling and leading music monthly. His writing has also appeared in Q, The Guardian, Les Inrockuptibles and Ugly Things. He also consults for major and independent labels on catalogue reissues (including Universal, EMI & Rhino) and has his own imprint - RPM International - which is dedicated to non-UK, non-American material. His head been turned by Finland's new music: from The Micra Girls and Le Corps Mince De Francoise to Shogun Kunitoki, Joensuu 1685, Murmansk and Villa Nah.

[www.mojo4music.com](http://www.mojo4music.com)



## ANDERS WAHRÉN

Live Nation (Denmark)

After some 5 years of festival and venue booking, Anders Wahrén started working for Live Nation Denmark in 2007 as agent for local acts. Besides working with Live Nation's local talents on a domestic level, Anders crosses borders into especially the Nordic countries as well as promotes artists from these countries.

[www.livenation.dk](http://www.livenation.dk)

