



MUSIC 4.5

Speakers at Music 4.5 – The Power of Audiences, 10th November 2010

Speakers

Leon Alexander, Hope Music Group

Leon Alexander is Director and Co Owner of the HDM Group an independent company specialising in Artist, Label Management, Publishing & Sync for a roster of mainly electronic artists, www.hdmgroup.co.uk. He is also course creator and director of Music Industry Education running seminars for professionals as well as working in schools -www.muscie.com

HDM artists tour globally, release music regularly and also score and license work for a large number of major motion pictures, mainstream and independent film and TV and advertising campaigns.

He is also on the board of the South West Music Forum, Bristol Music Foundation and Teenage Rampage.

[@leonalexander](https://twitter.com/leonalexander)

Sean Blair, founder, AudioFuel

Sean Blair came up with the idea of AudioFuel, a music business that's also a sports brand. Years ago he was the Shell Live Wire Young Entrepreneur. He has set up run and sold three businesses, in the design and innovation sectors. He also works in a business called ProMeet, not so much about introducing people to whores, but more about fixing meetings at work that are a waste of time. He's a trustee of the RSA (Royal Society of Arts, not Republic of South Africa), though some people have commented Sean should not be trusted with anything.

Tim Bradshaw, digital media correspondent, Financial Times

Tim Bradshaw joined the Financial Times as the newspaper's first digital media correspondent in April 2008. Since then he has covered start-ups such as Twitter and Spotify, as well as the online ambitions of more established media companies, such as the BBC iPlayer and YouView. He also writes about the advertising, marketing and videogames.

Tim has been writing about technology, business and finance since 2003 at Information Age and Investors Chronicle. He trained as a journalist at City University after studying history at Durham University.

[@tim](https://twitter.com/tim)

Atan Burrows, mflow

Atan is the Marketing Director and a co-founder of mflow.com, the UK-based social music service that pays its users to recommend and share music.



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Atan has 18 years International marketing experience working for the likes of O2, Canon, Intel, and Hewlett Packard. After making all the usual marketing career moves, Atan went AWOL from the corporate world and set up a recording studio in Prague, inflicting a stream of TV commercial soundtracks and radio jingles on the public for 3 years.

Atan later returned to London and joined the creative agency TEQUILA as a strategic planner, eventually taking a position on the board as their Executive Planning Director prior to co-founding mflow.

Atan is still an active musician, composer and producer, and has played the trumpet since he was 3 years old - although his classical tutors have now disowned him, citing the fact that his dubstep remixes 'make their ears bleed'.

[@atanburrows](#)

Marie-Alicia Chang, MusicMetric

Marie-Alicia is a Co-Founder of Musicmetric. Marie-Alicia has previously worked at leading production management software company KAI on Octopus PMI.

Marie-Alicia's role at Musicmetric focuses on Business Development and strategy planning.

Marie-Alicia also writes for industry blogs and speaks at industry events on the challenges facing the tech industry as they create apps to improve the nature of data usage in media and entertainment industries. Her passion is to be a part of the new digital models supporting the business of making, sharing, selling, promoting, signing and performing music.

Always passionate about music and live events (she gave The Mystery Jets their first radio interview on her show at UCL's RareFM) and after graduating she spent a year running club nights in London at The Fly and Proud Gallery.

Eamonn Forde, digital editor of MusicWeek

Eamonn Forde is digital editor at Music Week and a regular contributor to The Word. He has written about all areas of the music industry for over a decade, with a particular emphasis on digital. He started working in the music industry at independent label trade body AIM in 2000 after having completed a PhD on the music press in the UK.

Ana Free, artist

With over 25 million unique views of her videos, Ana Free, a British singer-songwriter who grew up in Portugal, has garnered her fair share of the exploding new media audience. Ana posted her first video online in January of 2007 and quickly became one of the most subscribed musicians of all time on Youtube, with an opt-in subscriber base of over 60,000 loyal fans who tune in routinely to catch all her latest music and performance videos. With the #1 radio single "In My Place" and subsequent MTV Tops chartings in Portugal, Ana Free has toured Europe for the past 2 years (including recently opening for James Morrison), and she just released her debut EP



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"Radian". Ana's London debut sold-out the Barfly Camden last month, and she continues to post videos and regularly interact with her online community, "The Free World".

[@anafree](#)

Clive Gardiner, We7

Clive looks after all things music at the UK's #1 music streaming website we7.com - this includes content strategy, music licensing, label relations, onsite marketing/promotions and editorial. Now a leading figure in digital music, Clive's executive career has included Business Development, Marketing, Strategic & General Management roles in UK, Europe and Asia, including 3 Managing Director positions and 6 years at Board level. In his 9 years at BMG Music he devised music marketing campaigns which led to multi-platinum international successes and set industry sales records. In 2005 Clive took a career break to achieve an Executive MBA at Henley Business School and then ran the UK's largest Fairtrade brand, Cafedirect, as UK MD, before joining we7 in June 2007. In a past life he was a musician and songwriter signed to indie labels, a DJ, an artist manager and a video producer.

[@we7_clive](#)

Alasdair George, Edge Group

Alasdair George is a director of Edge Investment Management, the fast-growing entertainment industry fund manager. Edge funds currently have over £90m under management and Alasdair is a key member of its investment team. Over the past four years, Edge's signature fund - the Edge Performance VCT - has invested in a string of successful live events and has increasingly broadened its focus to embrace areas as diverse as character licensing and digital marketing. Alasdair is a qualified (non-practising) solicitor who has extensive experience of legal, strategic, commercial and operational management in the entertainment industry, having been Senior Vice President of Legal & Business Affairs at Sony Music UK and Ireland, sitting on its management board, and on the Council of the UK record companies trade association, the BPI. He handled the merger of Sony Music and Warner Music's distribution businesses, the UK aspects of the Sony BMG merger and the Sony-Michael Jackson joint venture (which created Sony/ATV Music Publishing).

Kirsty Hawkshaw, artist

Kirsty Hawkshaw is a female Dance/Electronica/House/Ambient/Drum and Bass Artist, photographer and songwriter who is known for her signature atmospheric vocals.

1991 she was part of forming a Dance act called Opus III. Their first single, 'It's A Fine Day' from their debut album Mind Fruit was an international smash and hit #1 on Billboard Hot Dance Music/Club Play chart in 1992. Subsequently, Hawkshaw pursued a solo career and wrote her first solo album produced by Mark Pritchard from Harmonic 313. Since then her unique voice has been in demand by other acts in the Dance, House, Eurodance, Trance, and Electronica community, and she sang vocals and co/wrote on some of DJ Tiesto's finest moments



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songs such as 'Just Be', 'Walking on Clouds', and 'Battleship Grey'. Kirsty is featured on BT's albums 'These Hopeful Machines'. She was also the featured 'hands in the air' vocal moment on Orbital's classic 'Halcyon Brown' and sang the arabic vocal on Lush.

In 2010 she released with Sweden's Seba 'The Joy' and 'Devotions', tours with Chapterhouse and Ulrich Schnauss in Japan and USA, and has an album to be released in the late autumn.

She is also known as KFH Pooraka and has been building virtual installations using the medium 'Second Life'. She recently built an interactive Kinetica sound scape, after being inspired by a Kinetic exhibition at P3 in London.

Read more: www.kirstyhawkshaw.co.uk

Charlotta Hedman, Music 4.5 blog editor

Charlotta the editor of the Music 4.5 blog. She is a journalist with a broad media background. She has eight years experience of working as a print journalist and has run websites for the Finnish public service broadcasting company YLE, where she also worked as a TV journalist before moving to London to set up on her own as a freelance reporter.

She's currently supplying Scandinavian media with stories from the UK and also contributes to TechCrunch Europe and Bitchbuzz.

[@fjoms](#)

Steve Jelley, Videojuicer and Plushmusic.tv

Steve Jelley is the founder and CEO of VideoJuicer.

Prior to that he worked at Apple on a range of projects across EMEA, including the relaunch of the Premium Reseller channel, and the broadcasting and content production channel.

Steve has 15 years' experience within converging media, delivering major projects as an Entrepreneur, Producer, Agent, and Executive in the TV, film, games, mobile, web, and IT sectors, for clients such as Curtis Brown, BBC, ITV, and Electronic Arts. Steve is also director of Plushmusic.tv, an online music community showing live performances of the highest quality live classical, jazz, contemporary and world music.

Marat Korenkov, Deacon Records

Marat Korenkov joined Deacon Records to head up licensing of the label's catalog and new releases for placement in television, film, advertising, video games, and soundtracks. Marat's background includes developing emerging talent, building an online television network, and working with Art Garfunkel. Marat earned a Bachelor of Science degree in Operations Research from Columbia University.

[@hitmemusic](#)



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Gary McLarnan, deputy chairman, Music Managers Forum

Gary is a longstanding Music Managers Forum director, serving the last five years as Vice Chairman. He is a pioneering creative industry entrepreneur and has developed many clients and ventures to commercial and critical acclaim. Starting out as a photo-journalist and event producer in the heady days of Manchester music in the 1980's working for The Hacienda and Mixmag, then launching the infamous Shelley's in Stoke and managing DJ Sasha.

Twenty years on as artist manager and creative business angel, Gary maintains an impressive and dynamic portfolio, which includes; Mr Scruff, a music client and business partner, performing to huge dancefloors all over the world with more than 500,000 album sales; Babycakes, the t-shirt brand of choice for under the 20's; Sparklestreet Creative Adventures with clients including Adidas Originals, Virgin Atlantic and ITV amongst others; Make Us A Brew, the organic tea company; Teacup On Thomas St, an award-winning teashop patisserie. Other McClarnan affiliations include; More Music (leading national youth music charity) - director and chair, and The Foundation for Arts and Creative Technology (FACT) in Liverpool where he acts as commercial advisor.

Mark Meharry, founder and CEO of MusicGlue

Mark is the founder of [MusicGlue](#), a London based D2C digital services company that likes to push the boundaries, rock the boat and generally upset the establishment. Our goal is not 'to take it to the man' however we do keep bumping into him on our travels and he's starting to look a little weary. Our goal is to supply the independent music community, from festivals, venues, local promoters and artists, with all the technological tools required to operate their businesses, in a way that removes the need to involve intermediaries that control the centre of the supply chain and choke the flow of revenue from the consumer.

Prior to starting MusicGlue Mark worked as a blue chip management consultant implementing billing and finance systems into multinational telecommunication companies' and playing in a band. Not the best career combination, but certainly a good starting point for the MusicGlue adventure.

Kemal Mermutlu, BBC Radio 1, 1xtra Drivetime

Kemal is a music industry professional with over 7 years' experience in national radio at the BBC. He currently works with BBC Radio 1 & 1Xtra.

During this time, he has produced and delivered radio shows to millions of young listeners at Radio 1 and 1Xtra. He has had the pleasure of working alongside the likes of Tim Westwood, Pete Tong, Annie Nightingale, Dave Pearce, DJ Target (Roll Deep) and MistaJam.

Prior to joining the BBC, Kemal was heavily involved in the UK Underground music scene in London, DJing, promoting and writing for national publications. Kemal's own music site and blog currently have over 4,000 readers and he continues to contribute his opinions to leading trade publications.



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Grant Murgatroyd, Corporate Financier Magazine

Grant is an award-winning editor and journalist with more than 15 years' experience writing about business and finance, specialising in venture capital private equity, M&A and corporate finance. After working in Hong Kong for six years, he moved to London in 1998 and joined Financial News, where he was the paper's first dedicated private equity correspondent. In 1999 he was launch editor of Real Deals and over the next five years built it into Europe's leading private equity and venture capital magazine. He is currently director of publishing services provider Heavens2 Media and editor of Corporate Financier, published by the ICAEW Corporate Finance Faculty.

Gaynor O'Flynn, Being Human

Gaynor is an independent artist who works across media in music, film, performance & installation art. Gaynor started her career on the revolutionary music show The Tube, then MTV & Granada TV with the legendary Tony Wilson. She worked as a producer/director for U2's pop promo company & has worked with many major artists Verve, Annie Lennox, PJ Harvey & Bjork.

In 2000 she set up her own independent multi media label beinghuman, has restored a 5,000 sq ft warehouse to create the beinghuman warehouse, studio & gallery : a hub for independent artists. She plays live with her band T.B.C. (The Beinghuman Collective) from Glastonbury To Hackney Empire, puts on regular beinghuman events, performs & exhibits her solo music & art in art galleries globally & acts as a consultant to a major music label. Over 20,000 people receive the beinghuman monthly newsletter.

www.beinghuman.com

www.gaynoroflynn.com

Paul Pod, VP User Experience & Design, artfinder, and User Experience Design for Product Development @ EMI Music

Paul has over 15 years experience in visual design, information architecture and design strategy. He is currently working on design for a new startup, in the fine art space with an emphasis on tablets.

Paul recently spent 9 months consulting on user experience design helping EMI Music to create next generation digital products.

Before EMI Music, Paul worked on a broad range of digital media projects for Glo, Bounty.com, BERG, PlinkArt and Native design. Between 2006-2008 Paul worked on information architecture for interactive and internet TV. Earlier, Paul founded Tape It Off The Internet (TIOTI) a social network around watch television online. As TIOTI's CEO, Paul closed rounds of angel, and later, VC funding and was sold TIOTI at the end of 2008 to Vizimo.

Prior to that he ran Neuromantics, a digital design boutique counting the BBC, Nokia, Vodafone and Orange as clients producing branding, mobile and web design. Earlier projects as a prolific freelance designer include work on the peer-to-peer lender Zopa and the mens entertainment site FHM.com and Paul also inevitably worked at Razorfish during the dotcom boom.



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Rhiannon Price, Monotwin Recording

Rhiannon Price is the co-founder of Green House Group, a collective of artists, designers, developers and marketers whose clients include The Secret Garden Party, Blissfields Festival, Chess Club Records, The Flowerpot and Cake Media. Green House Group has also released Track In The Box, a daily music newsletter, and Record Drop, a vinyl and mp3 bundle shop, as well as co-organising The River Rat Pack Tour. Most recently Green House Group have started a partnership with Monotwin Records.

[@greenshoedgirls](#)

Rick Riccobono, NewMediaLaw

A recording artist at 16, Rick spent the majority of his 30 year career in music publishing and music rights related ventures. As Vice President of National Creative Affairs at major major music publisher CBS Songs, Rick helped establish its International presence in the world marketplace and was instrumental in the acquisition of global powerhouse United Artist Music. He went on to become Vice President of Broadcast Music Inc. (BMI) Western Region and Australia. He has been honored by the Australian Government as a patron of the Australian Music Business.

In 1998 he was recruited to become the "Chief Music Officer" at digital distribution music start-up Supertracks. There he coordinated the first of its kind digital rights master use licensing deal with EMI International and was responsible for building out the international retail on-line distribution channel. In 2001 Rick launched "Rightsbridge" a music centric international digital rights consultancy company and began advising a variety of new online and mobile music related ventures including Napster, Sun Microsystems, Philips/Sony Corporate Alliance Group, SK Wireless, Groove Mobile, Overpeer, 123 Multi-Media, Qtrax, Music Reports, OD2, Audible Magic, Fashion Rocks, eMusic and Universal Music Groups VuNet.

He is currently uniting the US independent music publishing community under a STIM pan EEA + Switzerland digital rights licensing initiative, coordinating composition rights licensing for a Universal Music UK digital distribution project and consulting to New Media Law on a number of their media clients.

Ulrich Schnauss, artist

At once uplifting and otherworldly, the music of Ulrich Schnauss combines multilayered synthesizers with beats and ethereal vocals, serving as an aural escape route from the trappings of reality.

Aside from releases under his own moniker, Schnauss plays keyboards for Engineers, and Longview, and has lent his hand to the production of recent albums by Kirsty Hawkshaw and Exit Calm. He is regularly enlisted as a mixer, remixer, producer, DJ, and artist.

Inspired by the alternative guitar bands of the late 80s/early 90s (Slowdive, Chapterhouse, My Bloody Valentine etc.) as well as Acid House and early electronica (Tangerine Dream, 808 State, The Orb), Schnauss has developed his own distinct sonic palette, melding delicate dreampop sensibilities with ecstatic electronic excess, defying the constraints of traditional music genre boundaries.



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Today, Schnauss expresses a renewed interest in more direct electronic sounds, and aims to substitute traditional verse-chorus-verse structures for more freeform atmospherics. Schnauss is currently working on an album celebrating the synthesizer.

The titles of Ulrich Schnauss's studio albums to date are: Far Away Trains Passing By, A Strangely Isolated Place, and Goodbye.

Read more: <http://www.myspace.com/ulrichschnauss#ixzz13e67jthD>

Simon Scott, Push Entertainment Ltd

Simon has been at the forefront of the digital entertainment industry for 15 years. He co-founded AMX Digital in 1995 and was responsible for several firsts including the first ever live webcasts including the Oasis at Loch Lomond and Orbital from the Royal Albert Hall.

He was also named one of Britain's New Media Brats by media Guardian and was in Internet Magazines first Top 50 business leaders. During a second spell at Computacenter he then founded The iGroup their e-business division before spending time in Silicon Valley as VP Strategic Markets at Intertrust, where he devised and managed the Daft Club in conjunction with Daft Punk and EMI Records.

He founded [Push Entertainment Ltd](#) in 1995 with Ian Shurmer and their fan engagement solutions are used globally by Universal, Disney, SONY, EMI and Warner Music.

[@pushexp](#)

Sandie Shaw, artist

Sandie Shaw. The original Brit Girl. Chiselled cheekbones, sophisticated pop operas, independent girl about town. Otherworldliness, impossible glamour, voice of an angel. Barefaced and Shaw-footed. First number one single at 17 years old. Two more under her belt by the time she was 20. A bevy of hits in UK, Europe, USSR, Canada, South America, Japan, Australia and New Zealand. First to perform behind the Iron Curtain, last to perform in Iran. Denounced in Russia, banned in The States. Loved everywhere by the young at heart.

Dr Jeremy Silver, CEO of Featured Artists Coalition (FAC)

Jeremy Silver, PhD, is the acting-CEO of the newly created Featured Artists Coalition, and a digital media thought-leader who has focussed on the music industry for the last fifteen years. He is currently providing advisory services to the UK Technology Strategy Board on its work with the creative industries and its Digital Britain Test Beds project, and he serves as Deputy Chairman of Futurelab - an education technology think-tank chaired by Lord David Puttnam.

Previously he was CEO of Sibelius Software (a music notation software company, which he led for five years and sold to Avid Technology in 2006. Prior to this, Silver was worldwide Vice President of New Media for EMI Music Group in London and relocated to Los Angeles. He went on to run the ground-breaking, playlistsharing music service, Uplister Inc, based in San Francisco.



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Before this, Silver was Director of Media Affairs at Virgin Records where he worked closely with many artists including Genesis, Meat Loaf, Brian Eno, Massive Attack and the Future Sound of London.

Paul Smernicki, Polydor

Paul Smernicki is Director of Digital and D2C at Polydor Records, part of the Universal Music UK group. In his 11th year at Polydor he started life in the press office before being one of the three founding fathers of the revived Fiction Records (alongside Jim Chancellor and Joe Munns). After a period as Label Manager at Fiction, Paul became Head of Digital at Polydor Records with a remit to integrate the role of digital into the fabric of the company and bring an artist friendly approach to digital strategy.

In 2008 Paul became a director with added responsibility for spearheading Polydor's move into D2C.

"I'm passionate about meaningfully engaging artists and fans and think a really compelling connection is a road to commercial success for artists and labels, and a brilliant experience for fans."

Paul is also a very keen triathlete, slightly disillusioned Dundee United FC supporter and very happy father.

Hugh Stanley Clark, Gigaboxx

Hugh first worked in the music industry as an agent, booking clubs such as the famous Roxy Club. He soon gained a reputation for finding new bands and because of this was asked to join Gem Records, where he signed the UK Subs, who went on to have five top albums in the UK. Following this, Hugh was headhunted by EMI? Records to join them in their A&R department. At EMI he signed or developed, Iron Maiden, Kate Bush, The Stranglers, Thomas Dolby, Marillion, Whitesnake, Naked Eyes, Queen and many others.

He had numerous number one albums and top ten singles in the UK and USA. After leaving EMI and Capital Records, Hugh became a management consultant to four major management companies and their leading artists. He was then involved in online gaming (shoot-out games), becoming the business development director for Netgames, which he took from a very early stage to being the biggest online gaming company in Europe, and brokered the eventual sale of the company to a major plc. Hugh is now one of the founders of Gigaboxx.net.

Hessel van Oorschot, founder, Tribe of Noise

Hessel van Oorschot is the Chief of Noise at the Tribe of Noise - a music community that connects musicians, songwriters and composers with each other and with companies around the globe in need of great music. He is also the co-founder of eVideo.tv - a media production company specialising in marketing messages through images rather than text. His interests include, new media, tribes, social networking and gadgets!

With books, films and interaction workshops, Hessel is a leading proponent of entrepreneurship in The Netherlands, helping thousands of entrepreneurs to put new technology and business models into practice. [@tribeofnoise](https://twitter.com/tribeofnoise)



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Milo Yiannopoulos, Technology columnist, Telegraph

Milo Yiannopoulos is a journalist, broadcaster, entrepreneur and consultant who [writes twice weekly for Telegraph.co.uk](#) on privacy, piracy and UK start-ups and has written extensively over the past few years for the Telegraph and TechCrunch Europe about technology and entrepreneurialism, in addition to [contributing regular pieces to Directors' Guild of America Quarterly](#) about the worldwide legislative challenges of copyright and digital piracy. He also reviews books and [blogs on religious and social affairs](#) for The Catholic Herald.

Milo is a regular speaker on the technology conference circuit and presents the annual [Young Rewired State](#) competition, which sets young people loose on Government data. He is director of boutique marketing and communications agency [WRONG](#), for whom he acts as an editorial director for hire and online strategy consultant, CFO of a private security and risk management firm in South East England, and CAO of [What Talent](#), a social network and talent agency for creative professionals.

You can contact Milo via [email](#), [Skype](#), [Twitter](#) or [LinkedIn](#).

[@nero](#)

For any questions relating to the content, speakers and programme, please contact Rassami Hok Ljungberg on [rassami \(at\) 2pears \(dot\) com](mailto:rassami@2pears.com).