

2008 WAMI Music Business Conference Speakers

Meet some of this year's speakers....



ALEXANDRA PATSAVAS – Owner, Chop Shop Music Supervision, USA

Alexandra Patsavas got her start in the music business as a rock promoter in Champaign, Illinois. She moved to Los Angeles in 1990 and worked in the Film/TV department at BMI. She then moved on to work in 1994 for Roger Corman at Concorde Films, where she was music coordinator and supervisor on over 50 B-movie classics, including *Caged Heat 3000*, *Piranha 2* and *Bucket of Blood* in a three-year span.

After her stint at Concorde, Patsavas started her own company, Chop Shop Music Supervision. Patsavas and her staff at the Chop are currently working a number of TV shows, including *Grey's Anatomy*, *Gossip Girl*, *Without A Trace*, *Supernatural* and *Numb3rs*. Alexandra has produced the soundtracks for *Grey's Anatomy*, *The OC*, *Rescue Me*, *John Tucker Must Die* and *Roswell*. The critically acclaimed *Music from the OC* soundtracks have sold over a million copies worldwide and *Grey's Anatomy Volume 2* was nominated for a Grammy.

In 2006 she was named by *Advertising Age* as "Entertainment Marketer of the Year," *The Los Angeles Times* as one of "The West 100," *Variety* as one of fifty honorees for their annual "Women's Impact Report," and as one of Billboard's "Top Women In Music".



ALICEN SCHNEIDER - Vice President, Music Creative Services, NBC Universal Television, USA

Alicen Schneider co-leads the NBC Universal Television music department heading up the creative division. In addition, she music supervises *Heroes*, *Lipstick Jungle*, and *Monk* as well as select NBC Agency promo and marketing campaigns (including all Olympics marketing, the NFL on Sunday Night and corporate partnerships for Fall launches). She also serves as music liaison between Network and Studio creative executives to create music partnerships and supply stunt

casting and on-camera opportunities for priority network programs, and works with composers on the creation of original compositions and recordings for episodic series and promos.

Before coming to NBC, Schneider was an A&R assistant in the television and film division of Warner Special Products (a subsidiary of Warner Bros. Records) as well as a rock and classical dj for KXLU-FM, Los Angeles.



SAMUEL SEOW – Managing Director of Samuel Seow Law Corporation

Samuel's expertise and forte is in the field of intellectual property with a special focus on the application of these laws to the entertainment, arts and media industries. A much recognised name in these industries in Asia, he represents a wide range of individuals and businesses including: film, television and record producers and production houses, actors, screenwriters, management agencies, television, film and music personalities, models, artistes as well as both established and developing theatre companies. His clients today include Sony Entertainment Television; Universal Records; Cubix & Kosmic International; Tanya Chua; Andrea Fonseka and Sun Ho, who recently released a single with reggae superstar, Wyclef Jean.

He is a much sought-after speaker by government bodies and industry associations on intellectual property rights issues and is recommended by the Asia Pacific Legal 500. In 2004, he was also described by the Asian Legal Business publication as a "mover and shaker" in the Singapore legal industry.



ANDREW FULLER – Manager of Business and Legal Affairs, The Shock Entertainment Group, Australia

Andrew Fuller holds a Bachelor of Arts, a Bachelor of Commerce (Marketing & Commercial Law) and a Bachelor of Laws (First Class Honours). Before embarking on a career in law, Fuller performed with, recorded and contributed material to a number of independent bands, including Spank, the Mission Blue and Pete Stone & The Assistance. Spank toured Europe in 1998 and 1999 and built a strong following in Denmark, Ireland, Italy and Belgium.

Fuller was Vice President of the Western Australian Music Industry Association from 2001 to 2004 and is currently a director of the Arena Theatre Company in Melbourne. He has provided pro bono advice to a number of musicians, filmmakers and writers, as well as consultancy advice for grant applications and regularly provides advice to artist-members of the Arts Law Centre.

Fuller is currently performing and recording with Sascha Ion (ex Spank and One Horse Town) in Melbourne.



ISABEL PAPPANI – Position, Undercover Tracks, USA

Isabel Pappani began her career in the music licensing world working at PolyGram Film & TV Music, Island Def Jam Soundtracks, and in 2000 became the U.S. VP of Creative for Festival Mushroom Records. In 2004, Isabel went independent and is now representing a large roster of international and U.S. based artists. She continues to work mainly with Australian artists for placements in film and television, and has expanded into music supervision, as well. Prior and current clients include Eskimo Joe, 28 Days, Motor Ace, Gerling, Amiel, Gyroscope, After The Fall, 78 Saab, Borne, Sonicanimation and Machine Gun Fellatio.



KRISTY WILSON – Founder, Grand and Lafayette, National Event Administrator, Big Day Out,

Australia

Kristy Wilson's has worked in music and arts industry for over 10 years. Currently she manages her own music, events, and publicity business Grand and Lafayette. Wilson's career started in Brisbane where she worked on outdoor events and festivals for the QUT Student Guild and the Brisbane City Council. Relocating to Sydney, Wilson worked for the Australia Council for the Arts, then took on Music NSW's all ages entertainment project Indent where as Project Manager she developed and implemented an event and music training program that traveled to regions across NSW from Broken Hill to Byron to the Sydney Opera House. Wilson still sits on the Indent Advisory Group. In 2005 Kristy was invited to tour with the Big Day Out as the National Event Administrator – a role that she continues to date.

MARK RICHARDSON – Founder Forum5, Australia/UK

Mark Richardson began his music career in 1979 as a bass player with UK band Troy. In 1984 he moved to London and set up a promotions company within Worldwide talent agency, promoting artists throughout the club network from Madonna to Eric B & Rakim Bros to Michael Jackson. In 1986 he moved to Virgin Records marketing dept developing the careers of Soul II Soul, Neneh Cherry and Paula Abdul. 1988 he moved to head the marketing division of SBK Records UK where he oversaw the UK labels set up and development and directed the releases of Wilson Phillips and Vanilla Ice before SBK's sale to EMI. 1989 saw a move to CBS Records (later Sony Music) as Marketing Director / General Manager for new label S2, directing the careers of Jamiroquai ,Des'ree and Reef as well as overseeing all video production for Sony UK, gaining a US MTV award for Best Video with Jamiroquai's "Virtual Insanity" . In February 2000, Richardson joined Independiente as Managing Director and shareholder, overseeing the Labels development and artists Travis, Embrace, Gomez, Paul Weller and Supermen Lovers.

Richardson's contribution to British Music Industry has created numerous No1 Albums and worldwide sales of more than 50 million albums. Richardson has been a board member on the BPI council, the AIM board and on the board of the OCC, deciding rules and policy. Has given expert evidence to a UK Government select committee on Culture media and sport , discussing Digital futures on New media and the creative industries. In 2006 Richardson moved to Melbourne with his family and in sept 2007 formed Forum5 a company set up to manage and fund partnerships with talent, to build creative and commercial equity.



MILLIE MILGATE – Creative Director, MusicNSW, Australia

Millgate has been employed as the Creative Director for MusicNSW since September 2005 and has been a member of the Australian music industry for over twelve years. In this position she is responsible for overseeing the Associations' key projects, in particular, Venue Resource of Original Music (VROOM), Indent, (Youth Network for All Ages Event Organisers), SXSW Tour Manager and Sound Summit Electronic and hip-hop Conference.

As well as her role with MusicNSW, Millgate is also the Music Director for Garage Industries Pty Ltd, an entertainment company whose management roster includes Sydney artists The Camels and 3Seven7 as well as producing the record-breaking film *Bra Boys*, which she also Music Supervised.

As well as employed positions, Millie has held volunteer roles on various boards that include; Arts Training NSW, FBi Radio, Association Of Campus Activities (AACCA) and MusicNSW. In 2004, Millie was contracted by the Canadian Consulate General to write a handbook for Canadian artists, which resulted in the creation of *The Southern Compass – A “How To” Guide To Touring Australia*.



MISHAL VARMA – Executive Director, Dark Horse Entertainment, Singapore

Mishal Varma joined MTV India in 1995 as a result of his work in Advertising (Film making), and Radio MTV's head of Programming and Talent Artist Relations (TAR). Varma localized the India channel which saw the channels distribution and ratings jump. Having achieved this Varma was moved to the regional head office to work with the local channels across the Asian region to help localize them. In his role as SVP of Programming and TAR for MTV Networks Asia Varma was responsible for content creation across the region. Varma, along with his colleagues conceived and launched the MTV Asia Awards which at the time was the only truly pan Asian platform for music, with shows broadcast to a TV audience of more that 300 Million. Varma has, through MTV, introduced and marketed many local, regional and International Music artists.

Upon leaving MTV in 2006 Varma set up Dark Horse Entertainment (DHE). DHE is a 360 degree music solution company with the objective of representing talent within Asian Markets. Mishal continues to consult on Music strategies for various companies.



NATHAN MCLAY – IODA, Australia

Nathan McLay has always been passionate about the intersection of music and technology, forging a unique path in his career to date. In 2000 he graduated from a Bachelor of Business Degree from the University of Technology Sydney (UTS) while completing a Diploma of Sound Engineering from JMC Academy. The following year he was awarded a Commercialising Emerging Technologies (COMET) grant from the Australian Federal Government for the pioneering Internet radio portal TownB.com which he co-founded at the Australia Technology Park in Sydney.

In January 2004 Inertia Distribution (home to labels including Warp, Ninja Tune and XL/Beggars Banquet) employed McLay to setup and manage Inertia Digital, one of the first digital departments in the world at the time. McLay worked on a range of projects from live mobile broadcasts for double platinum selling artist Ben Lee through to helping new labels get their ISRC codes worked out.

Identifying the need for an established technology partner to provide more sophisticated tools for Australian labels and distributors, McLay began, with US based company IODA setting up their Australian office in November 2007. When not crunching data packets McLay is an avid DJ and founder of Future Classic.

NEAL HUNT – Shureshaker

Neal Hunt has had life-long interest and involvement in music, particularly contemporary music. A musician himself, Neal played in and wrote for many bands. He has also written for music journals throughout Australia and spent a long time working for *Revolver* and then *Brag* in Sydney. During this time he began assisting bands with different areas of their careers, sometimes in a consultant capacity, sometimes as a publicist and others as an agent.

Neal took on the management of The Beautiful Girls in 2000, at the beginning of the bands career and has been with the band since. The position has led to experience touring artists into Australia such as Mason Jennings, State Radio, Nine Mile. It has also led to booking The Beautiful Girls into many areas internationally, which comes with its own set of challenges.

In 2007, Neal, with partner Magda Jansen began the Sureshaker label. Sureshaker is what might best be termed a multi purpose music company. The company have a strong role in artist development and publicity and also act publishers and management. The label is actively signing artists both local and international for their publishing catalogue.



REV. MOOSE – Vice President of Content, College Music Journal (CMJ) Network, USA

Rev. Moose has built his career by supporting developing artists. Since joining CMJ in 2005, Moose successfully redeveloped the 30-year-old brand as a relevant entity in the digital era, while rebuilding trust within an existing client base. He has also spearheaded the growth of all consumer and trade publications, marketing initiatives, online assets and live events. As vice president of content at College Music Journal (CMJ) Network, he oversees North America's leading source for emerging music. Moose also serves as Editor-in-Chief of *CMJ New Music Report*, the only national trade magazine in the United States focusing on non-commercial and college radio stations along with independent music retailers. Along with his duties at CMJ, he is co-owner of The Underground Management where he currently handles all aspects of his artist roster's careers in the US and overseas. Before joining CMJ, Moose was played an integral role in building The Music Syndicate, where he helped build its promotion, marketing and management divisions.

SABIENE HEINDL – General Manager, Music Industry Piracy Investigations (MIPI), Australia

Sabiene Heindl is the General Manager of MIPI, the anti-piracy organization for the Australian music industry. Heindl was previously a lawyer at Allens Arthur Robinson specializing in intellectual property litigation and also worked on music related competition issues at the European Commission in Brussels.

SCOTT ADAM – Co-Founder, Qstik Records, Australia

Scott Adam has been managing WA bands since 1991. Adam has managed The Panda Band since April 2004 and has thus far managed four domestic and international tours for the band. He

has also secured a North American licensing deal for the band's first album and attracted support from US booking Agent High Road Touring.

Together with Viki Caulfield, Adam set up the Next Big Thing Band Competition in 1996 and co-managed the event until 2000 when he moved to a committee member role until 2003. He also became the WA state event manager for the National Campus Band Competition from 1997 to 2004 and was successful in bringing the national final to Perth in 2004.

In addition to his other achievements Adam established the independent label Qstik Records in 1998 specifically for the purpose of developing WA recording artists' profiles in the eyes of the media and CD retailers around Australia. The label is still running today and has expanded to coordinate publicity for recording and touring artists. Adam also lectures at Leederville TAFE and is a committee member for the Association of Independent Record Labels.



TRACY REDHEAD – VROOM National Project Manager, Music NSW, Australia

Tracy is the founder and developer of The Venue Resource of Original Music (VROOM) She has worked and performed in the music industry for many years in such positions as, Administration/ PA for Melody Management (Hoodoo Gurus), Business Administration Manager for MMF, Office Manager for MusicNSW and Account Manager / Arts Coordinator for 3D World Magazine.

Tracy is also a singer/songwriter who will be releasing her debut album through Perfect Sun / Inertia early in 2008. Having garnered airplay on Triple J for her debut EP, she has spent the last 18 months writing and recording her debut album, produced by Tim Powles from The Church.

