



The European Music Business Task Force announces the 12 selected Participants for Vol. II

Press Release, April 18th 2023

We, Promus and the Music Cities Network, are pleased to announce the final selection of the 12 participants who will be part of the 2nd volume of the European Music Business Task Force (EMBTf) programme!

The EMBTf is an ambitious leadership masterclass that aims to develop innovative solutions to some of the most immediate challenges and opportunities faced by the European Music Industry today.

Following an open call that received applications from more than 19 countries, the EMBTf Jury reviewed each application carefully and chose 12 talented and driven individuals who represent a wide age range, as well as a wide range of backgrounds and expertise. The selected participants bring with them a diverse set of skills and experiences.

EMBTf welcomes the following 12 individuals into the Task Force from 9 different countries:

1. Alex Ter Horst, Neva Land Music, Utrecht, The Netherlands
2. Dorotėja Būdaite, Lithuanian Jazz Union Board, Vilnius, Lithuania
3. Grace Goodwin, self-employed PhD Researcher / Artist Mentor, Liverpool, United Kingdom
4. Erica Romero Pender, Rocknrolla Producciones y Eventos Culturales, Seville, Spain
5. Julian Krohn, Scholz & Friends Sounds, Berlin, Germany
6. Katarina Julie Madsen, Edition Wilhelm Hansen, Copenhagen, Denmark
7. Katharin Ahrend, Clubcommission Berlin and Awareness Akademie, Berlin, Germany
8. Marta Sampaio, Pigeon Team / Monster Jinx / EU Project Administrator and Managing Assistant, Porto, Portugal
9. Misia Furtak, Music Declares Emergency, Poznań, Poland
10. Sam Malik, Music Manager, Manchester, UK
11. Timurs Tomsons, Liepāja Concert Hall "Great Amber", Liepāja, Latvia
12. Yasmina Elkak, DICE / Night Club Owner, Valencia, Spain

EMBTf IS ORGANISED BY



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THE MUSIC CITIES NETWORK IS A TRANSNATIONALLY ACTING NON-PROFIT ASSOCIATION BETWEEN THE CITIES





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Over the next year, the participants will work together to identify key challenges and opportunities in the European music industry and develop innovative and sustainable solutions. Throughout the program, the Task Force will be provided with necessary tools, resources, and support to turn their ideas into reality.

„We are confident that the diverse backgrounds and expertise of the participants will lead to an inspiring range of creative solutions to the challenges facing the industry today,” says Sandra Perens, Tallinn, EE, Event Manager at Music Cities Events, A&R Manager/partner at Tier Music Publishing, Partnership Manager at Arvo Pärt Centre , part of this year’s jury and EMBTF Vol. participant. “We look forward to seeing the impact they will make in the following months.”

MCN’s Managing Director Lena Ingwersen adds: “We are truly humbled and overwhelmed by the incredible response we received for our program. The high number and quality of applications, and the extensive outreach across Europe, has exceeded our expectations and confirms our belief in the necessity of this program. We can’t wait to see the positive impact that these talented individuals will have on the European music industry.”

Please learn more about the 12 participants' impressive bios below. And for more information about the EMBTF program and the [Music Cities Network](#), please visit our official [EMBTf Website](#).

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UTRECHT, NL

ALEX TER HORST



Dutch artist manager Alex ter Horst is responsible for over a billion streams with some of the biggest artists in electronic music. After having graduated as both a music manager and music producer, he kickstarted his career at the AFAS Live and Ziggo Dome venues in Amsterdam. In 2016 he co-founded a start-up where he was involved in over 400 placements including the most played song on Dutch radio in 2018 and was nominated for "10 companies to watch at ADE 2017" as well as the "Buma Music Meets Tech 2018" award. In 2020 he was appointed as managing director for Dancefair, one of Europe's leading conferences in electronic music and a year later he founded his own artist management agency Neva Land Music where he works with several talented singers, songwriters and producers from all over the globe.



VILNIUS, LT

DOROTĖJA BŪDAITĖ

Graduated English Philology (BA), Knowledge Management and Leadership (MA). For 10 years I've worked in hospitality industry and as a lecturer. Music business was a side job, mainly helping musicians build their EPK's, on their press releases and so on. Opened my own company which aims at helping jazz and contemporary musicians/composers establish their audiences, attract funding, book gigs and build an international presence. In 2022 became the chairperson of Lithuanian Jazz Union board.



SEVILLE, ES

ERICA ROMERO PENDER



Erica is a project manager and musician who is actively involved in the music industry. With a background in psychology, her main focus during her career has been on using collaboration as a catalyst for innovation, while promoting diversity and sustainability. She has been able to do this through the development and management of several European projects. She currently coordinates international strategy at Sala X, a music venue in Seville.



LIVERPOOL, UK

GRACE GOODWIN

Grace started playing drums aged 7 and pursued a music career from an early age in her hometown of Liverpool. She went on to study BA Hons Popular Music at the Liverpool Institute For Performing Arts where she graduated with 1st Class Honours. She has recently completed her MA at the University of Liverpool with a focus on music business and industry. She is continuing her research onto a PHD in 2023 where she will focus on regional gender inequality in the UK music industry. Her research is funded by the Dave Laing scholarship.



BERLIN, DE

JULIAN KROHN



Julian Krohn is Director Music & Audio at creative Agency Scholz &Friends. There he consults brands like McDonalds, UBER, VW, Vodafone on everything regarding music. Prior to that he served as Creative Director Music at creative agency Jung von Matt and he spent more than 10 years at Universal Music Berlin, culminating in the A&R role. He has studied at Popakademie B-W and Westminster University. He has been awarded the Art Director Club of Europe Gold award in 2020 for a Sea-Watch campaign.



COPENHAGEN, DK

KATARINA JULIE MADSEN

Katarina is 28 years old and has been working in the music industry since 2018, doing PR before starting her current job as Creative Manager at publisher Edition Wilhelm Hansen / Wise Music. She works actively with pitching music for synch and doing music supervision on film and tv. Katarina also organizes the producer course 'Tracks By' and sits on the grant committee for Koda's growth layer fund.



BERLIN, DE

KATHARIN AHREND



For more than ten years, Katharin Ahrend has been working for various festivals and projects as a cultural manager, creative producer, trainer and consultant at the intersection of music, (club) culture, urban development, cultural policy and social justice. As one of the Managing Directors of the Berlin Clubcommission e.V, Katharin is currently leading the the cultural award and showcase festival TAG DER CLUBKULTUR in Berlin as well as the Awareness Akademie — a project that promotes the development of anti-discriminatory structures within club & festival culture. Beside this, Katharin was a founding member of the global campaign United We Stream.



PORTO, PT

MARTA SAMPAIO

She co-founded a communication agency and small label in Porto, working in press relations, cultural production, management and booking. In 2019, she embraced a new challenge and joined Monster Jinx, an independent label and music collective from Portugal, as a manager, working mainly with communication and bookings until the present. One year later she co-founded the creative agency PIGEON TEAM with a fellow member from Monster Jinx, focusing on the development of cultural solutions for brands and institutions, combining culture, education and community concerns. Since April 2022 she has been working with AMAEI on two European projects – Europe in Synch and BELEM.



POZNAŃ/WARSZAW, PL

MISIA FURTAK



Misia Furtak is a musician and activist. Together with the band Tres.B, awarded the prestigious Paszport Polityki for "a skilful combination of strength and delicacy that is both independent and hit". Her professional path fulfills this prophetic verdict, as she combines working with various genre and writes very subtle but powerful music. For many years she has also been involved in educational activities for young musicians. She is a 2022 Keychange alumni and leads the Polish chapter of Music Declares Emergency. She has played all over Europe and Japan, alongside The National, Arlo Parks, TV On The Radio, and others.



OLDHAM, GREATER MANCHESTER, UK

SAM MALIK

Sam is a seasoned music professional with nearly two decades of experience in the industry. Throughout his career, he has worked in various roles in production, management, events, and consultancy. He has a proven track record of working with a diverse range of clients, including artists, bands, young people, studios, theatres, festivals, and both the public and the private sector. He serves on the boards of several prominent organisations, including the Greater Manchester Music Commission, Sound City Liverpool, Nordoff & Robbins and MyHub Manchester Music. Through his leadership and guidance, he continues to make a significant contribution to the development and growth of the music industry in the region and beyond.



LIEPĀJA, LV

TIMURS TOMSONS



For the past six years, I have been working as CEO of the Liepāja Concert Hall "Great Amber" in Latvia. Forehand I had been operating as Executive Director of the State Chamber Orchestra Sinfonietta Rīga. From 2014 - 2019 I was a part of the project management team of the Baltic Sea Festival in Stockholm. In May 2022 I obtained the position of the council member of the Latvian Music Academy.



VALENCIA, SP

YASMINA ELKAK

I'm a freelance copywriter, content creator, playlist curator and social media manager with ten years of experience across the start up and advertising world. I have worked for titles such as Telekom Electronic Beats, Binary or TagMag and brands such as DICE, where I was the Editorial Lead from 2020 until 2023. In 2022 I also founded Neowarras, a monthly club night showcasing sounds from this era, from hyperpop to neoperreo and techno from underrepresented artists.

