

Press Release: These are the 2019 Nordic Music Biz' 20 under 30

The Nordic music business has again, for the second year, nominated their favourites for the jury to make the difficult choice of choosing only 20 young professionals.

This year's Nordic Music Biz' 20 under 30 will be honoured with a ceremony and lunch during **by:Larm the 28th of February**, where they will be presented with a diploma.

The talent emerging from the Nordics seems to never end; Sigrid, Alan Walker, Boy Pablo, Volbeat, MØ, Alma, Zara Larsson, Of Monsters and Men, and the list goes on, have all built up a massive following, performing for thousands of fans around the world.

A vital part of the rise of these artists are the teams behind them, and especially the young forces who bring new perspectives, ideas and business models to an ever-changing industry. Therefore, for the second time, 20 young forces driving the Nordic industry forward are given the spotlight.

“Selecting the Nordic Top 20 under 30 felt both important and rewarding. Nominees from all different fields in the Nordic music business are a great reminder of how strong we are as an industry, not only focusing on our performing artists, writers and producers – but also on the people behind the scenes. After receiving an even bigger amount of nominees, we finally boiled them down to the final of 20 people we consider being the most successful and inspiring people in the business right now. Not only for being key persons on a professional level in the Nordic music business, but also for standing as incredible role models to their colleagues and for setting new standards.

We believe the 20 people on this list, with their motivational and innovative ways of work and dedication, will show great results in pushing the music business forward and into the future. And just as of last year, selecting the Top 20 was a challenging, fun and rewarding process for the jury from all 5 Nordic countries. Fellow jury members and ourselves are very proud to be part of this initiative from NOMEX, and to be able to reward our Nordic talent.”

– Jonas Holst (Co-Jury leader and Head of Film & TV / Creative at Universal Music Publishing Scandinavia), and Jenny Hermanson (Co-Jury leader and Managing Director Spotify Nordics)

The list of young industry professionals who are, and most likely will continue, putting Nordic music on the map, looks like this in 2019:

Anton Waltari, Rightsholder Relations, STIM, Sweden

Dan Karlström, Songwriter- & Producer Manager, Vivstilo, Sweden

Markus Boström, Associate lawyer, Ström, Sweden

Nicole O'Sullivan, Team Lead of the International Export team, Universal, Sweden

Olivia Hessel, Head of Label & Partner Relations, TEN, Sweden

Ksenia "Kess" Jurjevna Petrova, Agent, Atomic Soul, Norway

Lasse Kinden Endresen, Agent, ACT Entertainment, Norway

Benjamin Fabio, Founder and manager, 777, Norway

Yunus Daar, Manager, Nora Collective, Norway

Aino-Maria Paasivirta, Fullsteam, Promoter, Finland

Rafael Elivuo, A&R Manager/producer/Director of Creative/
Songwriter, Kaiku Songs, Finland

Nino Lintermo, A&R @ The Fried Music & Independent Artist Manager, Finland

Tina Jukarainen, artist manager and COO, Manage Me, Finland

Emil Byskov Valnert, Head of Brand Partnership, Warner, Denmark

Jens Uhre Karlsson, Agent&Manager, Bæst/Skandinavian, Denmark

Signe Tobiassen, A&R/ Artist manager/radio host/ label manager, Nelson Can/Sony/CPH College
Radio, Denmark

Tim Brauner, Senior Director of A&R, Warner/Atlantic, Denmark

Unnsteinn Manuel Stefánsson, Label management/Radio director, Les Frères Stefson/101derland,
Iceland

Sigríður "Sigga" Ólafsdóttir, Festival director, Sónar Reykjavík, Iceland

Anna Ásthildur Thorsteinsson, Online marketing manager, Iceland Airwaves, Iceland

The Nordic jury consisted of the following people:

Monica Santos (Upstage, NO), Manbir Plaha (Universal Music Norway, NO), Karoline Røed Tønnesen (Music Norway, NO), Jenny Hermanson (Spotify, SE), Jonas Holst (Universal Music Publishing, SE), Matilda Munthe Gottberg (Music Export Sweden, SE) Stefan Gejsing (Roskilde Festival , DK), Sarah Sølvsteen (Luger DK, DK), Carolina Echeverri (MXD, DK), Maria Rut Reynisdottir (Reykjavik Music City, IS), Steinthor Helgi Arnsteinsson (Sonar Reykjavik, IS), Bryndís Jónatansdóttir (Iceland Music, IS) Salla Vallius (Live FIN, FI), Miika Särämäkari (Rutilus Music, FI) and Riku Salomaa (Music Finland, FI).

The jury's decision is based on: their company's growth, their career path, their recognition in the industry, influence in the industry in 2018, artistic development, innovation, concert revenues, sales, streaming, campaigns, radio and television publicity.

NOMEX, the collaborative platform for the five Nordic Music Export offices, who is responsible for the awards, consists of all the Nordic music export offices. Export Music Sweden, Iceland Music Export, Music Export Denmark, Music Finland and Music Norway have all worked together to make this happen.

Any further questions can be answered by project manager, Johanne Isefiær McDougall - johanne@musicnorway.no