

MENTORS



Colm O'Herlihy

Publisher & Music Supervisor

Website: innimusic.com

Colm O'Herlihy is the co-founder of INNI, a music company based in Reykjavik. After moving to Iceland in 2014 and managing two local labels, he launched INNI in 2019 with composer Atli Örvarsson. Their work led to the creation of INNI House in 2022, a hub of nine recording studios. INNI now collaborates with major platforms like Apple, HBO, Netflix, and Disney. Colm is active in industry initiatives such as the Nordic Publishers Sync Reference Group and EMBTF via the Music Cities Network. He also works as a music supervisor, with credits including *Wolka*, *Duino*, and the upcoming *Old Guy* starring Christoph Waltz and Lucy Liu.

Key Topics:

- Film Composing
- Legal Contracts
- Music Publishing
- Sync Licensing
- Label Operations



Danny Keir

Artist Manager & Music Export Consultant

Danny is a London-based artist manager and music export consultant with experience across hundreds of campaigns for both domestic and international artists. His current roster includes I Monster, Tatyana, Casey Lowery, and film composers Matteo Tronchin and Jack McCartney. He is also the co-founder of Enki Collective, a white-label event and export agency that supports clients with market insight, network development, and campaign consistency.

Key Topics:

- Artist Development
- Artist Management
- International Campaign Strategy
- Touring
- Business Management
- UK Music Industry
- Alternative Pop/Rock/Electronic



Elena Cabal Rodriguez

Artist & Producer Manager

Website: www.made.no

Elena Cabal Rodriguez is the founder of The Elegant Management, the first London-based company focused on managing Spanish and Latin American producers and songwriters across English and Spanish-speaking markets. She worked in live events and launched Live vs Live, interviewing over 100 well known music professionals during the pandemic. She later joined Eaves Music Group, organizing sessions and pitching songs for top-tier talent, before founding her own company in 2024. Now part of Made Management, Elena co-manages artists like SKAAR, Darcy Toyn, and Askjell, while continuing to grow her Latin-focused roster. She also teaches producer management at IMB in Barcelona and Madrid.

Key Topics:

- Artist & Producer Management
- Spanish, UK, Latin, and Nordic Market Insights
- Building an International Music Career
- Publishing & Copyright
- Negotiating Terms
- Networking & Relationship Building
- Pop and Latin Music



Etienne Tricard

Label Director, Music Supervisor

Website: rescuereturn.com/

Etienne Tricard is a Paris-based music supervisor and label director working internationally across film, TV, and the music industry. He co-founded Rescue + Return Records, an independent label representing diverse genres from ambient jazz to dark lo-fi pop. As Head of Artistic Direction at My Melody, he oversees music for films, series, and ad campaigns. From 2014 to 2022, he curated the Music Village at Les Arcs Film Festival. He also previously worked at Baguette Publishing, supporting artists in publishing, rights management, and sync.

Key Topics:

- Music Supervision for Film & TV
- Running an Independent Label
- Music Publishing & Sync
- Festival Curation
- Artist Development
- Creative Collaboration



Hilda Sandgren

Founder, MTA Production AB

Website: se.mtaprod.se

Hilda Sandgren is the founder of MTA Production AB, established in 2000. With roots as a freelance producer, she has grown MTA into one of Sweden's leading booking and production companies, focusing on folk, pop, and family-friendly performances. MTA – short for Music, Theater, and Arts—reflects Hilda's broad passion for the performing arts. Through initiatives like MTA Barn, she continues to champion both established and emerging talent. A vocal advocate for gender equality, Hilda is recognized for her work promoting representation and opportunities for women in the music industry.

Key Topics:

- Storytelling & Presentation Skills
- Unique Selling Point (USP) Development
- Touring Strategy & Scaling
- Team Building in Music
- Networking & Industry Presence
- International Export & Market Strategy
- Gender Equality in the Music Industry



Luce Woolley

Creative Producer & Coach

Website: lucywoolley.com

Lucy is a creative producer and coach based in Manchester, UK, working in the music industry with a focus on jazz. She is the Business Development Manager for international jazz label Edition Records and Festival Director of the five-day, city-wide Lancaster Jazz Festival. Alongside, she runs her own coaching practice and takes on various freelance and collaborative projects. Lucy champions work that supports creative individuals, with a strong focus on diversity, equality, and wellbeing.

Key Topics:

- Artist Development in Jazz
- Building Networks
- International Collaboration
- UK Jazz Scene
- Finding & Working with a Label
- Pitching Live Opportunities
- Work-Life Balance & Wellbeing
- Freelancing & Self-employment in Music
- Strategic Planning & Goal Setting



Madeleine van Geuns

Artist Manager & Music Publisher

Website: 88musicmgmt.com

Madeleine van Geuns is an artist manager and music publisher based in Amsterdam, with deep experience in artist development, international growth, and long-term career building. She began her career at Spinnin' Records, working with artists like Sam Feldt and Oliver Heldens, before founding her own company, 88 Music Management, in 2018. Her roster spans EDM, Dance Pop, House, Hardstyle, and beyond – including genre-crossing projects like drummer Koen Herfst. In 2022, she launched Madam Eight Music Publishing in partnership with Berlin-based Guesstimate. Known for her calm, no-fluff approach, Madeleine helps artists and teams navigate the industry with focus and clarity.

Key Topics:

- Artist Management
- Music Publishing
- International Strategy
- Brand Development
- Entrepreneurship
- Mental Health in the Music Industry
- Independent Ecosystems
- European Music Landscape
- Genre Focus: EDM, Dance Pop, Progressive House, House, Hardstyle, Big Room



Mandy Salem-Aubry

Music Publishing Consultant & Mentor

Website: msamusicsservices.com

Mandy Salem-Aubry is an independent music business professional with 30 years of international experience across publishing, music tech, mentoring, and conference programming. Through her company, MSA Music Services, she helps rightsholders build effective publishing setups and delivers workshops that make complex topics accessible. She has worked with clients including Slipknot, Tori Amos, One Direction, and Downtown Music Publishing, and advises music-tech startups on strategy, positioning, and investor readiness. A dedicated mentor with programs like Keychange and Music Tech Europe Academy. A trained Mental Health First Aider and former AFEM board member, she is a vocal advocate for wellbeing in the music industry.

Key Topics:

- Publishing Infrastructure
- Catalogue Admin & Royalties
- International Music Business
- Music-Tech & Startup Strategy
- Freelance Career Development
- Conference & Panel Preparation
- Networking & Communication
- Wellbeing in the Industry



Matt Bacon

Consultant, A&R & Podcaster

Website: dropoutmedia.net

Cigar-chomping Matt Bacon is a consultant, A&R rep, and podcaster specializing in heavy metal. He's worked with artists ranging from pop icons like boygenius and Mitski to death metal legends Cannibal Corpse, as well as '90s staples They Might Be Giants. In 2015, he founded Dropout Media. Since 2018, his daily Instagram series *Bacon's Bits* has offered bands practical, bite-sized advice. With countless tours booked, records released, and deals signed, he's still loving every minute of it.

Key Topics:

- DIY Music Strategy
- Music Marketing & Advertising
- Data Tracking
- Social Media & Content Strategy
- Email Marketing
- Industry Overview
- Heavy Metal & Indie Pop



Ronald Ligtenberg

Creative Accessibility Consultant & Social Entrepreneur

Website: possibilize.today

Ronald Ligtenberg is a Dutch creative entrepreneur who transforms limitations into innovation. He is the founder of Possibilize, a platform that has developed inclusive, multisensory projects for over 20 years across 30+ countries. Its flagship initiatives include Sencity, an international music experience for deaf and hearing audiences, and Superkracht, which connects people with disabilities to talent development opportunities at festivals. He also co-founded Revelland, a European network of leading festivals (like Roskilde, Sziget, and Glastonbury), musicians, and accessibility advocates, focused on making performing arts more immersive and inclusive. With a background in creative production, consulting, and public speaking, Ronald champions Creative Accessibility — designing cultural experiences that benefit everyone.

Key Topics:

- Inclusion & Accessibility
- Multisensory & Immersive Live Performances
- Imagineering
- Creative Accessibility
- Social & Value-Driven Entrepreneurship
- Cross-Disciplinary Collaboration
- From Vision to Execution
- Inclusive Festival & Event Design