

## PANEL #1



### BARRY J. HEYMAN

Company: Heyman Law; Adjunct Professor at Five Towns College  
Title: Attorney  
Email: barry.heyman@ftc.edu

Barry J. Heyman, Esq. is the founding and principal attorney of Heyman Law, a boutique law firm with practice areas focusing on music, entertainment, new media, and intellectual property.

Currently, Barry advises individuals and companies in connection with licensing, recording, distribution, publishing, and related contracts and counsels clients regarding protecting their intellectual property. He provides strategic and commercial advice on various aspects of the music and media industries, including current technological changes and alternative copyright distribution and exploitation models.



### CONSUELO SAYAGO

Company: CribNote Entertainment  
Title: CEO and Founder

Consuelo Sayago devoted her life to make sure the rights of creators are properly represented and compensated. Starting as a contract administrator in BMI's International Department, she

quickly transitioned to EMI where she handled the tv and film music for 20th Century Fox, Sony Pictures and various smaller production companies. She returned to BMI where she spent most of her music career, culminating in the position of AVP of International. Here she was positioned to make her biggest impact on behalf of BMI's writers and publishers by building unsurpassed relationships with more than 100 rights organizations around the world, convincing and inspiring sister societies to mutually improve service and payment to writers and publishers and helping international revenue triple, reaching nearly \$300 million.

Currently her current clients include *Lil Peep's* Estate and various producers and EDM artists. Her other clients are UBC in Brazil where she is a neighboring rights agent and she is the Head of Society relations at EMSAA, in the UAE. Consuelo holds a Bachelor of Science in Music and a certificate from Columbia Graduate School of Business in Emerging Leadership.



### HOWARD GREENE

Company: MNRK Music Group  
Title: Vice President – Royalties, Licensing, & Rights

Howard Grene is a music industry professional whose career started in his teens as a part of record label street team and lead him into audio recording and production as well as live events. He has held various

positions at independent labels and today leads *MRNK Music Group's* global rights & royalties operations.

*MNRK Music* (formerly *eOne Music*) releases music from artists across genres including from labels *Dualtone Records* and *Last Gang Records*. Its ownership of pinnacle recording catalogs such as *Death Row Records* and *Artemis Records*, its in-house music publishing company, management division, and production music company *Audio Network* all solidify its global brand.

As Vice President, Howard oversees the recording catalog's royalties, licensing, copyright, and rights administration in addition to coordinating with *MNRK's* multiple departments, offices, and executives to streamline back-office operations. He and his team work to ensure licensing and registrations of releases, collection, and processing of revenue by service providers and licensing partners, and accounting of royalties due to artists and publishers. Notably, Howard has led the company's neighboring rights administration and collection.

Additionally, Howard's long tenure as DJ and producer under the artist name *How Hard* includes numerous releases, remixes, and collaborations. In 2001 he co-created event production company *Hardmind* and in 2006 launched the *Hard X Music* label group. *Hard X Music* encompasses its multiple recording and publishing catalogs as well as offering consultant services to indie labels and artists. In 2019, Howard joined New York dance label *Hauss Party* where he serves as General Manager overseeing its A&R, marketing, and administration personnel and processes.

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KEYNOTE  
T.H. WHITE MUSIC  
10:30AM

FRIDAY  
DECEMBER 3, 2021  
10:00 AM – 2:15 PM  
THE DOWNBEAT

## KEYNOTE



### T.H. WHITE

Music Producer / Founder of Sky Council Recordings

T.H. White, Manhattan-based musician and producer Tim White (T.H. White) recently launched his own record label, *Sky Council Recordings*, and works with his own equipment out of his studio, Sky Council. White also produces his own records and remixes, and

recently released his split 12-inch EP "Scene & Modify."

"My style of music is in the same world as *Massive Attack* and *Portishead*. It's very groove-based and sort of cinematic in nature," White said. "Electronica is what I naturally gravitate towards."

While White has been trained in traditional guitar and piano, he enjoys producing a truly unique sound with his collection of microphones, synthesizers and other non-traditional devices. Among his collection are Universal Audio 6176 and Avalon 737SP compressors, an R-Rack 2x and Korg MS2000 synthesizers.

"The word producer has been morphed into more than what people consider a traditional producer," said White. "It's more than the turning of knobs. You have to play around with the right instrument and find the right combinations. To me, that's the same concept as writing a song. In the traditional sense, the producer of an album is the director of the film. But for me, I'm more of a writer, screenplay adapter and the actor too."

*Sky Council Recordings*, award-winning, globally distributed boutique record label / original music for film, television, advertising / Music branding for corporations / Music supervision / Artist development / Mixing services / Executive production.

Brief Client List: HBO, SHOWTIME, FX Network, BMW, Fox Network, Tommy Hilfiger, Mercedes, Terrorbird Media, BBDO

## PANEL #2



### LOU PLAIA - lou.plaia@ftc.edu

Founder / EVP Artist & Industry Relations - ReverbNation  
Founder / CEO - Hot Rats Records and Hot Rats Management

Lou Plaia is the co-founder of *ReverbNation*, a leading online music marketing platform used by more than 5 million artists, managers, labels, venues, festival/event/tour promoters.

He has worked at *Atlantic Records* and was the Head of Marketing and Artist Development for *Atlantic Imprint*.

At Lava Records he worked with artists such as *Kid Rock*, *O.A.R.*, *Simple Plan*, *Trans-Siberian Orchestra*, *Uncle Kracker*, *Matchbox 20*, *Unwritten Law*, *Skindred*, *Nonpoint* and many others. He was also responsible for negotiating strategic partnerships such as Nascar's Chevy Rock n Roll 400, Schick's Intuition Tour, Disney's Grad Night and many other sponsorship deals. Plaia has also created alliances with dozens of record labels to act as an A&R source and has also created partnerships with more than a hundred festivals and conferences of all sizes including but not limited to *Summerfest*, *Warped Tour*, *Sunset Music Festival*, *Sturgis Buffalo Chip*, *Launch Music Conference*, and many more.

He is currently an adjunct Professor here at Five Towns College and he teaches classes on Artist Management and Concert Production & Promotion.



### JORDAN KUGLER

Company: ONErpm  
Title: Direct-To-Fan Coordinator and YouTube Specialist

Jordan Kugler currently serves as Direct-To-Fan Coordinator and YouTube Specialist at *ONErpm*. In addition, he operates as an independent Music Producer and Recording Artist, releasing records under the

monikers *Focus Jordan* and *Priority Wave*. Jordan also recently published his first novel 'Kilroy Was Here', available in both Paperback and eBook. His responsibilities at *ONErpm* include drafting Press Releases and Official statements, writing and translating copy for Social Media and brand Websites, assisting with Digital Content Strategy, and handling SEO responsibilities. As a YouTube Specialist, Jordan manages the company's Multi-Channel Network, assists in developing artists' YouTube promotional strategy, and works with *ONErpm*'s international team to manage copyright claims."



### MARK CARPENTIERI

Company: M.C. Records; Assistant Professor at Five Towns College  
Title: President and founder

Mark Carpentieri, deeply experienced and passionate professional with over 25 years of broad industry experience in media and communications including: public speaking; education; music business and production, distribution and licensing; marketing; and public relations. President and Founder of M.C. Records, a six time Grammy nominated roots and blues label that has released over 45 recordings nationally and internationally. Was nominated for a Grammy as a musician, producer and for his record label. Inducted into the honor society of Phi Kappa Phi. Currently Assistant Professor of Music Business at Five Towns College and Lead Faculty of Public Relations at Colorado State University Global.

Professor Carpentieri has been teaching at Five Towns College since 2006. His record companies were just nominated for two Grammy awards. Also in Panel #1.



### FIONA BLOOM

Company: The Bloom Effect  
Title/Position: Founder / Publicity, Marketing Guru

Fiona Bloom grew up in London and is a classically trained concert pianist and violinist. She has been an early adopter in many tech startups and social platforms. She's known as a Global Influencer and World Citizen.

She speaks around the world on topics like Fan Engagement, Social Media, Entrepreneurship, Audience Development, Networking and DIY. She's also a partner in a new music conference in NYC called *MONDO*, where Music and Tech intersect.

She now runs a one stop shop specializing in building artist profiles growing them from the ground up. Her roster includes new, emerging, and established artists including *Simple Minds*, *Raul Midon*, *The Zombies*, *Gangstagrass*, *Tower of Power*, *TRISHES*, *Bahamadia*, *Set It Off*, *Sub-Radio* and many others. What sets Fiona Bloom apart is her ability and talent to weave in and out of different communities, genres so effortlessly. Her motto is "Working with All Styles/All Genres- If it moves me, I can get behind it and push to the stars."