

From mxd.dk: These are the Nordic Music Biz' 20 under 30



The 20 young industry players putting Nordic music on the map globally

The talent of the Nordics seem to never ending, Kygo, Max Martin, Lykke Li, Lukas Graham, Alma, Sigrid have all built up 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 perspective, ideas and business models to an ever-changing industry. These are the 20 young forces driving the Nordic industry forward.

These are not just the next generation of executives, they're setting new standards for both the music business and artists already today.

Agnete Hannibal Petri

Assistant Manager, ESCHO, Denmark

Andres Dahl

CEO Paperclip, Norway

From mxd.dk: These are the Nordic Music Biz' 20 under 30

Ankit Desai

Founder, Snafu Records, Sweden

Anna Kornelia Åberg

Founder/A&R/Manager, BLNK Music & Neiked Collective, Sweden

Annika Oksanen

Agent & Promoter, Live Nation Finland

Camilla Adamsson

Head of Brand Partnership, Sony Music Sweden

Emma Finnkvist

Head of Local, Warner Music Sweden

Feniks Willamo

Agent & Promoter, All Day Agency, Finland

Jannika Nyqvist

Product & Promotion Manager at Universal Music Finland

Karen Norbakk

Manager, Mandelbaum, Norway

Laurits Bejder Klausen

A&R, The Bank, Denmark

Margit Bøhn

Project Manager, Exploitation, Universal Music Sweden

Martin Rintza

Agent, Luger Denmark

Max Holmstrand

Project Manager/junior A&R, Refune, Sweden

Mina Evenrud

CEO, By:Larm Music Conference and Festival, Norway

From mxd.dk: These are the Nordic Music Biz' 20 under 30

Nicole O'Sullivan

Project Manager, Exploitation, Universal Music Sweden

Rasmus Damsholt

Artist Manager, ATC Management Nordics, Denmark

Sindri Ástmarsson

CEO, Mid Atlantic Entertainment, Iceland

Sophia Oloffson

Senior Editor, Shows & Editorial, Spotify

Yonas Tesfamichael Aregai

Manager & Partner, MER

The jury consisted of 9 industry veterans from all five countries.

Karen Sofie Sørensen (Brak, NO), Silje Larsen Borgan (Little Big Sister, NO), Linda Portnoff (Musiksverige, SE), Jonas Holst (Universal Music Publishing, SE), Anders Meisner (MXD, DK), Jesper Mardahl (Promus, DK), Grimur Atlason (Iceland Airwaves, IS), Essi Kivitié (Music & Media, FI) and Mikko Niemelä (Ruisrock, FI).

Jury's statement:

Selecting the Top 20 was a challenging but extremely fun process. To see what everyone has accomplished so early in their careers is inspiring and gives us a lot of hope for the future of the music industry. The 20 selected young professionals perfectly reflect what's currently happening in the Nordic music scene, and we're happy to see candidates from both the majors and indies, as well as festival organisers, represented.

You will see a lot more from the 20 on this list in the future and we can't wait to see what great things they will achieve. As this is the first year of this fantastic initiative by NOMEX, I hope this will give the jury an even better understanding for the coming years with input from colleagues and the entire Nordic music industry. It's important that we highlight not only the artists, writers, and producers from the Nordics but also how good we are as an industry, including how we take care and nurse talent.

From mxd.dk: These are the Nordic Music Biz' 20 under 30

- Jonas Holst, Jury leader and Head of Film & TV / Creative at Universal Music Publishing Scandinavia

While determining the Top 20, the jury weighted a variety of factors, including, but not limited to: Company growth, Career trajectory, Reputation among peers, Overall impact in the industry in 2017, Artistic development, Innovation in their field, Touring revenue, Ticket sales, Social media presence, Radio and TV coverage and Creative campaigns.

There will be a ceremony honouring the Top 20 at by:Larm March 1st where all 20 will attend. HRH Crown Prince Haakon Magnus of Norway will also attend this ceremony.

20 under 30 is created by NOMEX, the Nordic music export offices; Export Music Sweden, Iceland Music Export, Music Export Denmark, Music Finland and Music Norway.