

## ADE Pro reveals top minds at EMPIRE, Spotify, Believe, SoundCloud, alongside Chris Stussy, Sama' Abdulhadi, Miss Monique and more

Thursday, 27 June 2024

Amsterdam Dance Event (ADE) reveals its second wave of ADE Pro speakers. Highlights include the president of EMPIRE Tina Davis, Global Head of Music at Believe Romain Vivien, Grimes' manager Daouda Leonard, top-level strategic experts at Spotify and SoundCloud, alongside artists Miss Monique, Chris Stussy, and Sama' Abdulhadi. They join the recently announced conference roster of Timbaland & Martin Garrix, Laurent Garnier, fabric London, Grace Ladoja, heavyweights at Armada Music, WME, UTA, and more.

**Tina Davis, president of independent record label EMPIRE**, headlines with a Keynote Q&A on her transformative role in EMPIRE's global influence as an independent label, including its expansion into Afrobeats and Latin music. **Daouda Leonard, manager of Grimes and co-founder of CreateSafe**, will explore the intersection of music, AI, and technology, strategic insights into the future of artist management, and offering artists control over their career and business. **Phiona Okumu, Spotify's Head of Music for Sub-Saharan Africa**, will share her expertise on elevating African artists and Spotify's initiatives like RADAR and EQUAL to support emerging and female artists, ensuring that diverse voices are heard worldwide.

### Essential Insider Knowledge

Following last year's huge success of the Insider Knowledge series, its first 2024 entries have rolled in: **Romain Vivien, Global Head of Music at Believe**, and **Andreea Gleeson, CEO at TuneCore**, bring their combined expertise to empower independent artists with the cutting-edge digital solutions and distribution models of Believe and TuneCore. Their 'Insider Knowledge' keynote dives into driving success for artists and navigating the evolving music landscape. **SoundCloud has entered into a global partnership** with ADE and presents an in-depth session on the most lucrative opportunities and valuable strategies for independent artists, with one of the visionary minds from SoundCloud's top strategic team.

### Pioneers in electronic music

**Miss Monique** reaches numbers well into the millions on YouTube, and in this masterclass, she will be demonstrating how she makes her videos and shapes her YouTube success. **Chris Stussy**, one of the top four most-touring Dutch artists internationally, will share his experiences of balancing underground and mainstream success, maintaining a healthy lifestyle during hectic tours, and supporting emerging talent. **Sama' Abdulhadi**, a rising star in the global techno scene, will discuss her journey and the unique sound that has taken her to major festivals like Coachella and Glastonbury. Sama' continues to inspire, bringing her distinctive style to dance floors around the world.

### Attend ADE Pro 2024

The ADE Pro Pass grants access to the full conference program, alongside networking events, the ADE Festival program and more. The last tickets are available at the current Early Bird rate through [here](#).

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The Amsterdam Dance Event Foundation is a not-for-profit organisation dedicated to nurturing

electronic music, its culture and its industry worldwide. The organisation devotes itself to stimulating development, innovation and talent, gathering the global industry and laying a foundation for future generations.

### **ADE Pro Conference**

ADE Pro is the ultimate annual business gathering for the global electronic music industry. The four-day conference for music industry professionals runs from Wednesday through Saturday and features dedicated programming covering subjects from marketing, publishing and bookings to sustainability, social change and mental health. The additional networking opportunities with fellow ADE delegates and industry leaders provide an ideal and global basis for deal making and career advancement.

### **About ADE**

The Amsterdam Dance Event (ADE), an initiative of Buma, has grown into the world's largest and most influential club-based festival and conference for electronic music. The event continues to grow and develop each year, with last year's edition featuring over 3,000 artists and 600 speakers in almost 200 venues. The five-day event attracts visitors from over 150 countries and features every conceivable aspect of electronic music culture, with dedicated conference programming, an extensive arts & culture program, live music and DJ/artist performances, all spread across the city of Amsterdam. More information about ADE can be found [here](#).

ADE – Electronic Music Gathers Here  
16 – 20 October, 2024

The Amsterdam Dance Event is organised by The Amsterdam Dance Event Foundation.

Founding partner: Buma