

## Ms. Roanie Levy



Roanie is an internationally recognized champion of creator rights. Strategic and forward-thinking, she bridges the worlds of intellectual property law, content rights management and exponential technologies to represent and advocate for creators and rightsholders.

Roanie serves as CEO and President of Access Copyright, a collective that distributes millions of dollars annually in licensing royalties to creator and publisher affiliates. She also leads Prescient, Access Copyright's creator-focused innovation lab dedicated to exploring the future of rights management and content monetization through Blockchain and other technologies.

Prior to joining Access Copyright, she held key positions on major policy files at Canadian Heritage and Industry Canada, and as a private sector management consultant for Fortune 500 companies. An Intellectual Property lawyer by vocation, Roanie has been called to the bar in Ontario and was formerly a member of the Quebec bar. She is fluently bilingual.

## Mr. Edmond Allmond



Edmond is Vice President of Creator Rights and Protection at UREEQA Inc.

Involved with blockchain technologies and solutions since 2010, his business background includes more than 40 years consulting composers and filmmakers in matters of royalty recovery for intellectual property use.

Allmond has assisted numerous attorneys in royalty recovery for clients during his career.

He is a professional musician, former staff composer at Sony Pictures, a former I.A.T.S.E. audio technician and engineer and part of the Oscar-winning sound effects and design team for the film Total Recall.

His two passions remain composing and blockchain innovation for the management of intellectual property. He still does large stage concerts as time permits.

## Ms. Maria Rebello



Maria is the Director of Business Development at UREEQA Inc., a blockchain company that provides IP validation for NFTs, and does continuous surveillance and evaluation of the market.

She also acts as an active member of the European Union by supporting NGOs in projects for research, social inclusion, and digital development.

Before that, she worked in the fields of marketing, business, and education, providing companies and projects with strategic structures to develop businesses.

Maria has been dedicating her career to the NFT industry since 2020, by bringing artists and businesses into the space, and giving them the needed advice for success.

## Mr. Kevin Bacon



Kevin is Chief Innovation Officer (CIO) at Family In Music.

He is one of the leading authorities on the music industry. Having started his career as a bass player for Comsat Angels during the 1980s, Kevin went on to build Axis Studios with the support of Island Records founder, Chris Blackwell.

In 1991, with Jonathan Quarmby, Kevin kick-starting a 20 year partnership together working with Brit and Grammy award-winning albums and artists over the next decade with artists including Finely Quaye, David Bowie, Ian

Brown, the Pretenders, the Sugababes, Lighthouse Family, Ziggy Marley, Longpigs, Plan B and many more.

In 2002, Kevin became an A&R consultant for Island Records under Nick Gatfield, and in 2004 moved into RAK studios in London which was to become his base for the next 10 years.

In 2004, Kevin co-founded AWAL (Artists Without A Label), a digital music platform that offered a groundbreaking "artist-friendly" services. By 2011, when AWAL was acquired by Kobalt, it had represented over 3,500 artists, including Radiohead and Arctic Monkeys. Now recently acquired by Sony Music.

Kevin also launched Buzzdeck in 2008, the first dedicated music analytics tool giving artists access to iTunes, Spotify and Amazon Digital sales alongside almost every social statistic available.

Kevin continues to work closely with artists, writers, producers, performing rights organisations and music technology companies, and remains committed to finding new platforms and models for the music industry that best serve artists and consumers alike.

In 2021 Kevin met with Finnish founder and visionary Juka Hynynen at Family in Music and created a vision of a music creator network promoting education, motivation and elevation supported by technology and services.

## Mr. Juka Hynynen



Founder & CEO, Family In Music. Juka is a Finnish music creator and visionary music business entrepreneur with over 20 years of history in the music business with many roles.

Juka started his career as an artist and songwriter and released many albums with his bands.

In 2001, Juka founded Jiffel Production, a music production company and studio, and started to work as a music producer and studio engineer.

In 2006, Juka founded Jiffel Music Group, an independent 360-model music company including a record label, publishing, and creator management with high-end studio facilities Jiffel Studios.

In 2010, Juka joined EMI Music Finland as an A&R Manager and Head of Finnish repertuar and worked there for several years before coming back to lead his own music company Jiffel Music Group.

In 2016, Juka founded the modern digital education platform "Career Path in Music Business" which included educational video lessons and career development tools to accelerate a music career with mentorship support and a social network.

In 2019, Juka founded Family in Music, a technology startup to build the next-generation platform solution for independent artists and music creators managing their career growth with tools and services.

In 2022, Juka founded Open Creative House, an ecosystem hub concept and facilities for creators and creative business professionals and innovation startups.