



# Christine Osazuwa

GLOBAL MUSIC STRATEGY

+ 44 7514485747  
+ 1 443-851-0980

christine@christineosazuwa.com  
christineosazuwa.com

E1, London, UK

## SUMMARY

C-level music exec and strategic board member with 15+ years of experience across multiple sectors and regions working to bridge the gap between business & tech through innovative, interdisciplinary, and cross-departmental collaboration.

## EXPERIENCE

### **MUSIC STRATEGY CONSULTANT** · 2005 – CURRENT

Provide project-based and long-term consulting services across all sectors of the music industry, including artists, labels, non-profits, and startups. Specialize in full project lifecycle execution, encompassing strategic planning, research & analysis, development, execution, and reporting. Adaptable to various roles, serving as a chief marketing, strategy, operations, or technical officer as required to drive success.

### **CHIEF STRATEGY OFFICER**

**SHOOBS** (Y-Combinator Event Ticketing & Marketing Start Up) · 2022 – 2024

- Identified and secured opportunities for collaborations and partnerships with labels, distributors, artists, and venues, increasing ancillary revenue by 52%.
- Crafted innovative campaigns to enhance artist fandom & loyalty, bridging online and offline communities through integrated marketing strategies, live/recorded music synergies, and experiential opportunities.
- Developed and implemented a marketing automation and customer retention strategy, achieving a 33% uplift in conversion rates and increasing lifetime customer value (LTV).
- Maintained strong industry relationships, including producing a SXSW panel, securing award nominations, and leading targeted outreach initiatives.
- For strategic projects, supervised a team of 6 employees, ensuring company-wide alignment & efficiency for project execution.

### **STRATEGY DIRECTOR**

**POLLEN** (Live Music & Travel VC-Backed Start Up) · 2021 – 2022

- Developed global strategies for curated multi-million-dollar live music experiences, aligning with artist goals and audience engagement objectives.
- Created artist pitch decks leveraging qualitative and quantitative insights, industry expertise, and cross-departmental collaboration to secure buy-in for new initiatives.
- Designed models and frameworks to guide investment decisions, prioritize partners, and mitigate risks across live music experiences.
- Partnered with the strategic finance team to develop and implement P&L frameworks, ensuring profitability and long-term sustainability of projects.
- Supervised and managed a team of two strategy managers, driving execution and delivering strategic outcomes.

## FOCUS AREAS

### **GLOBAL STRATEGY**

Using insights and tactics from time spent working in 3 countries and on global teams to develop global strategies.

### **MARKETING**

Experience in regional & global marketing working on social, digital, SEO, offline and email marketing.

### **ARTIST DEVELOPMENT**

Collaborating directly with artists & management on global brand positioning, release strategy and collaboration opportunities.

### **AUDIENCE DEVELOPMENT**

Combining qualitative & quantitative data & trends together to identify audience growth opportunities.

### **COMMERCIAL & ACCOUNTS**

Identify opportunities across various platforms to grow revenue & market share by assessing product effectiveness and trends.

### **PRESENTING & PUBLIC SPEAKING**

Develop and present beautiful, informative, and digestible presentations & visualizations in internal & external events across seniority levels & depts.

# Christine Osazuwa

## GLOBAL MUSIC STRATEGY

+ 44 7514485747  
+ 1 443-851-0980

christine@christineosazuwa.com  
christineosazuwa.com

Et, London, UK

### GLOBAL MARKETING DIRECTOR OF DATA & INSIGHTS

[WARNER MUSIC GROUP](#) · 2019 – 2021

- Directed marketing data strategy to identify and develop global priority artists, projecting growth potential and establishing benchmarks and KPIs to ensure long-term success.
- Designed and implemented a marketing analytics ecosystem (paid, organic, influencer, audience, sales) to track artist lifecycles, optimize positioning, and evaluate track performance, supporting 40+ territories and internal labels.
- Maintained cross-company collaboration by working closely with C-level executives, managing an insights manager, and partnering with global digital teams to develop artist strategies and execute global marketing plans.
- Co-led the BAME/POC Employee Resource Group, launching peer & executive reverse mentoring programs to promote diversity & leadership growth.

### HEAD OF DATA ANALYTICS & INSIGHTS

[UNIVERSAL MUSIC GROUP SWEDEN](#) · 2018 – 2019

Collaborated with artists and managers to develop and execute marketing strategies that enhanced fan engagement and campaign impact. Designed a track and album lifecycle model, reducing marketing costs by 40% through early identification of high-potential tracks. Built a global insights portal to provide artists with data-driven tools for audience growth and strategic decision-making.

### ASSISTANT DIRECTOR OF DIGITAL STRATEGY

[UNIVERSITY OF MARYLAND \(UMBC\)](#) · 2014 – 2017

In conjunction with the Marketing Director, managed a \$300K cross channel budget while developing & maintaining 12+ websites. Developed & executed on marketing models to target and nurture qualified. Resulted in a 21% increase in applications, 29% increase in inquiries and 14% increase in acceptances in 2 years.

## PROJECTS

#### FOUNDER

[MEASURE OF MUSIC](#) · 2020 – CURRENT

Organize an annual three-day music data conference & hackathon with sponsors, speakers & judges from music & tech companies such as Spotify, TikTok, Patreon, Soundcloud. Over the 4 years, raised \$100K+ with over 7K registrations from 90+ countries.

#### BOARD MEMBER

- [KEYCHANGE U.S.](#) · 2023 – CURRENT
- [LIVE MUSIC INDUSTRY VENUES & ENTERTAINMENT \(LIVE\)](#) · 2023 – CURRENT
- [INDEPENDENT VENUE WEEK \(IVW\) UK](#) · 2023 – CURRENT

Serving on the boards of various US & UK non-profits and associations, I leverage my expertise in music, marketing, diversity & inclusion, analytics, and international perspectives to provide insightful guidance on their financial, operational, and strategic decisions.

#### DIRECTOR

[ALWAYS WANTING MORE](#) · 2011

A documentary film examining the culture of pop rock bands and how social media radically changed fandom.

#### EDITOR & PRESIDENT

[SCENE TRASH MAGAZINE & PROMOTIONS](#) · 2006-2010

A print monthly regional magazine featuring local music in the US mid-Atlantic region & national acts; promoted & booked shows and managed a street team. Produced 40 magazines & managed a staff of 12.

## EDUCATION

### MASTERS CERTIFICATE, DATA SCIENCE

*UMUC · Adelphi, MD, USA · 2014-15*

One-year master's certificate program focused on predictive modeling & business intelligence.

### MBA, MARKETING

*Loyola Uni. · Baltimore, MD, USA · 2012-14*

MBA program that included courses in statistics, market research, legal, finance, ethics, project management, consumer behavior & a work-study trip to Santiago, Chile.

### BA, MUSIC BUSINESS & JOURNALISM

*UMBC · Baltimore, MD, USA · 2007-11*

Created my own curriculum for a 60-credit degree proposal including courses in marketing, music business, law, statistics & management.

## TECH SKILLS

### DATA ANALYTICS/SCIENCE

Python | SQL | Excel | R | APIs

### DATA VISUALIZATION

Tableau | Data Studio | Domo

### WEB DEVELOPMENT

HTML | CSS | JS | WordPress | Google Analytics & Tag Manager

## LANGUAGES

- English (Native)
- Swedish (Intermediate)
- Spanish (Beginner)