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# ESTANIS FIGUEROA

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## PROFILE

Experienced A&R Executive and Artist Manager, with a 25+ year career path navigating the international music industry. Proven adeptness in talent scouting, artist development, and strategic growth initiatives. Noted for the ability to anticipate industry trends and secure significant artist success in various global markets. Committed to fostering artistic creativity while balancing commercial viability.

## EXPERIENCE

### **AAA Entertainment, Bilbao/Osaka, Consultant & Artist Manager, July 2017 - 2023**

- Conceived and launched Spain's top-rated live music show "La Hora Musa" on national TV, effectively amplifying the visibility of the national music scene.
- Identified, signed, and cultivated the urban/trap group Kvndy Swing into a major success; their hit song "Pikete Italiano" became one of Spain's most-streamed urban tracks of 2020, with over 29 million streams.
- Provided strategic consultation for Spanish advertising agencies such as Meloom, Yap!, and Tango, enhancing their audiovisual rights acquisition process for televised music festival appearances featuring renowned artists.

### **Last Tour, Bilbao, Festival Booker, June 2016 - July 2017**

- Masterminded festival bookings, artist negotiations, and digital campaigns for esteemed events such as Azkena Rock Festival & Motor Circus Festival.
- Oversaw artists production needs, ensuring smooth execution of events and guaranteeing artist satisfaction.

### **Hinode Entertainment, A&R, Artist Manager & Booker, Nov 2013 - June 2016**

- Demonstrated a keen eye for talent by identifying and signing promising artists in their early career stages, effectively building a diverse and successful roster.
- Foresaw the success of singer-songwriter Yarea and introduced her to Sony Music Publishing. Although initially overlooked, she was signed by Sony five years later, validating my talent-spotting abilities.

### **Live Nation Spain, Madrid, Concert Promoter, Sept 2009 - Oct 2013**

- Successfully delivered high-profile concerts for globally recognized artists, including Shakira, U2, Madonna, Lady Gaga, Rhianna, and Depeche Mode, demonstrating exceptional organizational skills.
- Demonstrated entrepreneurial initiative by establishing a "national artist" department, signing and promoting local Spanish artists, thereby diversifying the company's portfolio.

### **Pacha Recordings, Ibiza, A&R / Label Manager, May 2002 - Oct 2005**

- Managed and propelled one of the world's most acclaimed clubbing brands, PACHA, leveraging strategic partnerships and innovative marketing strategies.
- Executive produced nine albums and 2 DVDs featuring internationally renowned DJs, which bolstered brand visibility and revenue.

**Free Agent, Mexico City, Artist Management, June 1998 - Sept 2001**

- Signed and nurtured the eclectic act TITAN, successfully elevating their career trajectory from local bars to European arena tours, a testament to my strategic planning and execution skills.

**Cookman International, Los Angeles, Executive Assistant, Mar 1994 - June 1996**

- Built comprehensive industry expertise, handling album licensing, distribution, artist management, and A&R for prominent US labels like Ryko, Epitaph, and Rhino, showcasing my adaptability and growth potential.

**SKILLS**

- Executive Leadership: Proven success in steering organizational growth and artist development in competitive markets.
- Talent Scouting & Development: Exceptional ability to identify, sign, and nurture promising talent, transforming them into successful artists.
- Strategic Planning & Execution: Proficient in developing and implementing strategies that propel business growth, brand visibility, and artist recognition.
- Contract Negotiation: Strong legal background in understanding, drafting, and negotiating contracts, ensuring the best possible terms for artists and the organization.
- Global Market Knowledge: Extensive international experience and understanding of diverse music markets across Spain, Mexico, Japan, and the US.
- Communication & Interpersonal Skills: Excellent ability to build and maintain strong relationships with artists, team members, and industry stakeholders.

**AWARDS**

- Gold Record 2020 (Spanish Urban Artist)
- MTV European Music Awards 2012 (Best Spanish Artist)

**EDUCATION**

**UCLA Extension, Los Angeles, Music Business Program, Oct 1993**

- Gained advanced knowledge of contract management, a key aspect of the music business, honing negotiation and legal skills.

**TREBAS Recording Institute, Los Angeles, Sept 1992 - June 1993**

- Developed a strong foundation in audio and music production, igniting a passion for A&R and talent recognition.