

# CURRICULAM VITAE: LESLIE AMOS

Experienced entertainment industry professional with an expertise and passion for gaming and music. A core expertise in licensing and rights management in line with an overall marketing focus, aimed at building brands and driving audience growth on a global level. With a cross-genre awareness I have excellent industry relations and contacts across multiple labels, publishers and composers worldwide. Coming from a coaching and teaching background I'm a strong and driven team leader.

Nationality: British/ South African

Address: 35 Knotts Green Road  
London E10 6DD UK

Contact no.: +44 7967322237

Email: leslie\_amos@icloud.com

## QUALIFICATIONS:

North-West University South Africa, Bed Higher Education Degree 2001–2003  
Technikon Pretoria, National Diploma - Sport Officiating and Coaching Science 2000-2001  
Sasolburg High School 1995 - 1999

Awards: Music Week Sync Awards 2015 – Music Supervisor for Best Use of Music in a Video Game Trailer

## EXPERIENCE:

MUSIC SUPERVISOR (CONSULTANT) MAY 19 -  
CURRENT

- BUNDESLIGA - Support with partnerships and rights clearance for league and international broadcast.
- INDIE FILM: FARAH – Credited Music Supervisor for this feature film, working with Boy George and Culture Club. Release date – tbc due to Covid-19
- DISCOVERY+ - Current Music Supervisor on Britney Spears TV documentary.

GLOBAL SENOIR ARTIST RELATIONS MANAGER - RED BULL AUG 18 –  
APR 19

Responsible for delivering the global artist relations strategy in line with brand strategy, through holistic artist relations across all talent related Red Bull Music and Dance properties.

- Main point of contact for all artist related matters globally, delivering on country-based artist selection, development and brand fit across all related programs and platforms
- Process development across Music Rights and Licensing, to work cross functionally with Red Bull Media Network, Communications, Brand and Legal Affairs to bring initiatives to life effectively, efficiently and legally, resulting in:
- Cleared global rights on 40+ tracks from multiple labels/ publishers at a highly efficient cost. Worked closely with Advertising to ensure TV and digital clearance in line with media buy schedules for both event promotion and content distribution globally (20+ events, live broadcast and VOD content)
- Introduced alternative options for key projects though extensive music knowledge, providing both creative input and cost reduction opportunities
- Global update of all artist agreement terms with Legal to ensure cleared rights for promotion for all areas of the business e.g. for advertising.
- Development of key relationships with Universal, Cue Music etc to build a better standing for the brand within the area of artist rights
- Business planning, including impact assessment on key legislation matters around licensing to ensure correct budgeting for all marketing initiatives

SENIOR MUSIC SUPERVISOR - COVERSON MUSIC  
MAR 18

MAR 17 -

Founding employee for an internationally focused sync start-up, building the company ground up through music and entertainment connections.

- Launch strategy aimed at fast level growth in year 1. New business development and Sales Lead working directly with key contacts (music, entertainment and advertising)
- Client management, liaising between artists and brands to ensure the successful project delivery - fast turnaround, minimal legal hurdles, effective deal creation and execution
- Publisher partnership development (Warner Chappell, SONY ATV, BMG, UMPG etc)
- Outreach to, and management of artists and composers, production recommendations, translation of briefs, copyright guidance etc
- Pro active commissioning of specific genres and tracks in line with current trend research
- Promotion of all Coverson music and artists through Spotify, YouTube and social media

LICENSING EXECUTIVE – UNIVERSAL MUSIC PUBLISHING    AUG 16 – FEB 17  
(6month contract)

Client management for all international licensing requests (Sky, BBC etc). Sync clearance across all media including films, TV, games, corporate, DVD and advertising.

- Direct liaison with high profile artists and management including Coldplay, Adele, Mumford and Sons and Elton John to negotiate a range of fees for multiple projects
- Film licensing across a range of films from international 2017 releases such as ‘I am Bolt’ plus short independent films for local release
- Live performance cleared for The Killers: TV usage, Canadian Ice Hockey Season.
- Advertising clearances include both local and national radio campaigns
- Utilised extensive gaming experience to provide sync for Rock Band, Just Dance, Just Sing
- Theatre performances cleared for the hugely successful musical Dusty (Dusty Springfield)

MUSIC SUPERVISOR - SONY COMPUTER ENTERTAINMENT EUROPE            OCT  
10 – JUNE 16

Responsible for delivering creative solutions to drive brand/product awareness across the Sony PlayStation portfolio. Delivery of synchronisation/ licensing/ original compositions across a range of products including SingStar, Little Big Planet and The Last of Us, plus international advertising campaigns for titles such as Uncharted, PlayStation Plus, SingStar and PlayStation 4.

- Delivered synchronisation across 20 multiple genre gaming products (budgets from £500 to £250K per track), including all searches, negotiation and contract drafts for all licensing deals for the development studios worldwide, SCE America, Japan and Europe
- Negotiation and licensing for all marketing, including major advertising campaigns e.g. SingStar 2007-16, Little Big Planet 2011, PlayStation Plus 2014, PS4 Launch 2013.
- Key highlights of ATL music sync: Until Dawn release, received an award for TV and cinema and half time 60sec promo at the Champions League Football Final 2014 (Berlin)
- Trade and consumer marketing sync support e.g. trailer production, on all priority international game releases to drive awareness and sales. This included the global reveal at E3 for the PlayStation 4, 2014
- Development of key international relationships with all major record labels and Publishers including Universal , Sony/ATV, Warner Chappell
- Music Supervisor for SingStore (SingStar online) across EMEA and USA. High profile artist clearance includes licensing notoriously hard to obtain artists Foo Fighters and White Stripes through close management relations. Both artists now feature on the SingStar product which has sold 4M+ units

- Launch of and ongoing support (creative audio refresh) of PlayStation Plus, (online subscription) driving loyalty across the network.
- Commissioning bespoke compositions including briefing, negotiating fees and drafting contracts for games, trailers and other media where appropriate
- Production of a monthly 'new music' newsletter for producers and marketing, providing relevant information for stakeholders, driving exposure for Creative Services

MUSIC LICENSING ASSISTANT - SCE EUROPE  
SEPT 10

JAN 09 –

OFFICE ADMINISTRATOR - SONY COMPUTER ENTERTAINMENT EUROPE  
OCT 04 -JAN 08

**INTERESTS:**

I am exceptionally passionate about gaming, music and sport. I attend as many gigs as possible, I'm currently learning the drums and enjoy music documentaries. I play a wide range of sports including tennis, golf and snowboarding – anything that allows me to get outdoors, but I am equally happy on my PS4. In addition, I enjoy travelling and exploring new cultures. As I'm South African I'm particularly good at a braai (BBQ!).