



Go! Entertainment profile

Résumé:

1982-1983: import/export manager Boudisque
1983-1985: head of stock control WEA Records
1985-1989: product manager Polydor & A&M Records; artist marketing manager Polydor
1989-1991: general manager Indisc/Arcade
1991-1997: marketing manager Crisis Records, consultant Probe Media
1997-1998: senior product manager TDK & Motorola Retail
1998-2002: marketing director Gold Circle International
2002-present: owner Go! Entertainment

In 2002 Paul Carrack asked me to represent him in the Netherlands and I decided to start my own independent music label. Go! Entertainment was originally distributed in Holland by BMG and since 2005 by Rough Trade Distribution in the Benelux.

The first two years Go! Entertainment closed consignment deals with Paul Carrack and Colin Blunstone & Rod Argent, among others. I was actually their local manager in the Dutch market, responsible for sales, marketing, promotion and organizing tours.

Nine years later Go! Entertainment still represents these artists. Additionally I currently have Benelux license deals with over 40 international artists. To name but a few: Marc Broussard, Mama's Gun, Graffiti6, Ryan Shaw, Marillion, Tuomo, Roachford and Jerry Lee Lewis. Many of them, notably Ryan Shaw, Graffiti6, Mama's Gun and Marc Broussard, are now aiming to reproduce the early successes we booked in the Netherlands in other territories.

I am very A&R driven, love to work with great singers/voices and have a keen ear for commercial tracks and radio hits. I'm passionate about music and only work with people and releases I'm totally committed to. That's why Go! Entertainment has always worked with artists, rather than labels. I offer a full promo and marketing package and use my marketing expertise to set up releases and tours. The latter is very important. An artist must be able to perform live, in order to connect directly with their fans.

Go! Entertainment strongly believes in the power of free publicity and has healthy contacts with tv and radio stations. Promotional duties are shared with Simon Mol, a former head of promotion at Sony and Warner. Also, local fans are enlisted to keep fan pages and social media accounts of all our artists up to date. On a commercial level I build webshops for all the artists I represent, as a place for fans to buy exclusive releases, merchandise, downloads and the like – always in agreement with the artists, off course.

Interaction with consumers becomes more and more important and I believe the artists will (have to) be more involved in that process in the near future. It's my aim to make the connection between artist and fans as strong as the relationship I feel with 'my' artists.

For more information:

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