



YAW OWUSU

YAW OWUSU IS A LIVERPOOL-BASED CREATIVE CONSULTANT WHO SPECIALISES IN THE STRATEGIC DESIGN, DEVELOPMENT AND DELIVERY OF MUSIC AND MUSIC CULTURE PROJECTS, PROGRAMMES AND INITIATIVES THAT DELIVER LONG-TERM IMPACT FOR CREATIVES, BRANDS, ORGANISATIONS AND COMMUNITIES. HE BELIEVES THAT THE EMPOWERMENT AND PLATFORMING OF UNDER-REPRESENTED VOICES, CULTURES AND STORIES STRENGTHENS AND BOLSTERS THE ART, MEDIA AND CULTURE WE CONSUME.

YAW IS A TRAILBLAZER, CONNECTOR AND THOUGHT LEADER. HE LEADS EXTRAORDINARY WORK AT THE INTERSECTION OF MUSIC, CULTURE AND CONTENT PRODUCTION. HE DELIVERS SCALABLE AND GROUNDBREAKING WORK, PROJECTS AND EVENTS TIME AFTER TIME.

VANESSA BAKEWELL, GLOBAL CLIENT PARTNER OF ENTERTAINMENT, META



I'VE WORKED WITH YAW SINCE THE BEGINNING OF HIS BUSINESS – AND TO SEE IT GROW INTO ONE OF THE MOST IMPORTANT THINGS IN MY LITTLE BLACK BOOK IS LIFE-AFFIRMING. HE IS A LISTENER, A SOLVER, A CONNECTOR, AN AMPLIFIER; HE GETS BIG BUSINESS, THE MEDIA, YOUTH CULTURE AND WHY JOINING LIKE-MINDED PEOPLE IS IMPORTANT. HE IS A WEAPON OF A COMBINATION OF TALENTS.

REBECCA FRANK, CONTENT DIRECTOR, KISS NETWORK (BAUER MEDIA GROUP)

Yaw has worked with the likes of **Google, MTV, BET, MOBO, BBC, Universal Music Group, Levi's, Liverpool Football Club, The Fader, Bauer, Diageo** and more. He has also helped launch the careers of multiple artists and has produced several acclaimed radio, television and documentary projects for the likes of BBC Radio and TV, Spotify and more.

Yaw is considered a change maker in the UK music industry - working both regionally and nationally to disrupt the imbalance that exists in order to make a more equitable industry for all. This can be seen through his groundbreaking work with projects such as **Google's Union Black, POWER UP, LIMF Academy, Open Sauce, Liverpool Against Racism** (first city-wide festival of its kind in the world) and the £6.75m music innovation programme, **Music Futures**.

For his extraordinary work in the sector, Yaw was awarded an **Honoured Friend of Liverpool Institute of Performing Arts by Sir Paul McCartney, a Leader in Music award by the Mayor of Liverpool** and a **Senior Leader Changemaker Award by B&BAN and BRiM**. Yaw is a **CLOCK Sector Expert**.



YAW OWUSU IS A VISIONARY LEADER, A STRATEGIC CONNECTOR, AND A DRIVING FORCE IN THE GLOBAL MUSIC LANDSCAPE. HIS ABILITY TO BRIDGE MUSIC, CULTURE, AND INDUSTRY INNOVATION HAS BEEN INSTRUMENTAL IN SHAPING GROUNDBREAKING INITIATIVES. THROUGH EMPATHY AND PASSION, YAW CONSISTENTLY DELIVERS PROJECTS THAT RESHAPE THE MUSIC INDUSTRY AND CREATE LASTING CHANGE.

TUMA BASA, GLOBAL MUSIC PARTNERSHIPS, YOUTUBE

Yaw serves as a board member for the **Liverpool City Region Music Board** and **Black Music Action Group** and leading music talent and digital sector development organisation, **Generator NE**. In 2023 Yaw launched Toxteth El8te CIC, a holistic youth basketball programme.

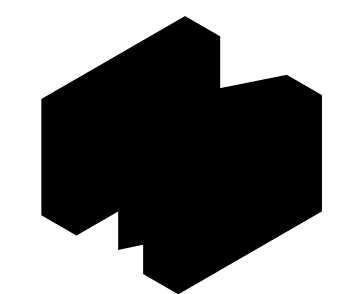
In 2025 Yaw was awarded the Citizen of Honour for his service selfless and exceptional service in the music industry for the city of Liverpool

FOR MORE INFORMATION:

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NOTHIN BUT THE MUSIC
BY
YAW OWUSU