



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)

In 2005, Yaw launched the music and media organisation **URBEATZ**. Beginning as a commercial enterprise, **URBEATZ** found its niche platforming new creative voices in a format that was, by design, not profit-driven. Whilst the venture soon established itself throughout the UK with award-winning and innovative projects, the community-based aspect of the organisation left a gap for something with more commercial edge. This led Yaw to set up the creative consultancy agency **Nothin But The Music (NBTM)** in 2011.

Nothin But The Music has programmed and curated a number of key music projects with and for clients including **Google, MTV, Black Entertainment Television (BET), MOBO, BBC Radio 1 Academy, Levi's, Liverpool Football Club, Bauer, Liverpool City Council** and the **Competitor Group**. Additionally, the company has delivered groundbreaking work regionally and nationally to disrupt the imbalance and lack of equity that exists within the UK music industry via initiatives such as **Google's Union Black, POWER UP, the LIMF Academy, Open Sauce** and **Liverpool Against Racism** (first city-wide festival of its kind in the world).

In the mid 2010s, NBTM partnered with **THE PLAYMAKER GROUP (PMG)** to deliver dynamic multi-strand music and entertainment projects for clients including **Nike, AEG, Sony, Universal Records, Glastonbury, The Fader, BBC Radio** and more.



LIVERPOOL IS AN INTERNATIONALLY RENOWNED MUSIC CITY – BUT TO UPHOLD THIS TITLE, IT TAKES THE TALENT, IDEAS, PASSION, AND DRIVE OF INDUSTRY LEADERS. YAW IS THAT LEADER. YAW CHARTERS NEW PATHS FOR OUR CITY AND ITS CULTURAL OFFERING. NOT ONLY IS YAW AN EXCEPTIONAL CREATIVE, BUT A FANTASTIC ADVOCATE FOR THE EMPOWERMENT OF UNDER-REPRESENTED VOICES THROUGH ARTS AND CULTURE.

JOANNE ANDERSON, MAYOR OF LIVERPOOL

In 2013, Yaw was selected to aid the city of Liverpool in replacing the longstanding yet outdated Matthew Street Festival with a more contemporary, inclusive and representative event – leading to the launch of the **Liverpool International Music Festival (LIMF)**. Appointed as the curator of LIMF, Yaw headed up the creative direction of the festival. Throughout its near ten year history, LIMF has hosted internationally celebrated acts such as **Nile Rodgers & Chic, Damian Marley, Basement Jaxx, Wiley, DJ Jazzy Jeff, Laura Mvula, Lianne La Havas, Boy George, Sigma**, alongside a number of acclaimed artistic commissions.

Perhaps the most vital aspect of **LIMF** is the award-winning **LIMF Academy**, establishing Yaw as a key talent developer. Witnessing local emerging artists’ lack of support from the city’s cultural infrastructure, Yaw drew from his previous work with **URBEATZ** to create a formal programme of development that allows the city to nurture emerging music creators and maintain long lasting creative relationships with them. With a dearth of substantial backing for inclusive programmes, Yaw ensured the venture was as diverse as possible, allowing artists from across the musical spectrum and various demographics to receive the support needed.

LIMF Academy offers music creators an innovative and interactive programme including masterclasses, mentoring, performances, collaboration, networking and funding. Since its launch, the Academy has helped launch the careers of the likes of **Michael Aldag, XamVolo, Jalen Ngonda, Pizzagirl, Sub Blue, Amber Jay, Rvheem, Eleanor Nelly** and more. In addition to the Academy, Yaw has consulted for various major labels as well as A&R’d and developed for new talent.



In 2017, Yaw, alongside **Grammy**-winning dancehall producer **Seani B** and **Ray Paul**, founded **BrukOut** Entertainment, curating events, various playlists and providing content for international media platforms, focused on Dancehall and Reggae music. This led to the launch of the label BrukOut Records, initially a joint venture with Universal. They released a number of acclaimed singles that have received playlist positions on key radio and streaming platforms, and have impacted national club charts.

In 2020, Yaw began working with **PRS Foundation** to develop and design **POWER UP**; a pioneering initiative that empowers exceptional Black music creators and executives in response to the conversations generated by the Black Lives Matter movement. At the beginning of 2021, Yaw was appointed as Senior Manager, where he not only leads POWER UP but integrates its learnings across the PRS Foundation. and actions across the organisation. In addition, he designs and oversees the multi-award winning POWER UP Participant Programme, annually elevating 40 exciting Black music creators and industry professionals, breaking barriers for those at crucial career stages through grant support, networks, mentoring, masterclasses and more. POWER UP partners include YouTube Music, Spotify, Believe Digital and Beggars Group, among others.

IT'S ALWAYS A PLEASURE WORKING WITH YAW. I CAN'T RECOMMEND HIM HIGHLY ENOUGH TO ANY ORGANISATION WANTING TO AUTHENTICALLY DEVELOP AND DELIVER MUSIC AND CULTURE PROJECTS. YAW IS COLLABORATIVE BY DEFAULT AND VERY GOOD AT BRINGING PEOPLE ALONG WITH HIS VISION OR THE AIMS OF A PROJECT HE'S WORKING ON. WHERE OTHERS MAY FAIL TO UNITE PEOPLE FROM DIFFERENT BACKGROUNDS AND WITH CONFLICTING VIEWS, HE IS A NATURAL AT UNITING STAKEHOLDERS AND MAKING PROGRESS.

JOE FRANKLAND, CEO, PRS FOUNDATION



In August 2020, Yaw conceptualised and launched ON RECORD MERSEYSIDE, an annual contemporary festival of celebration and exploration of Black Music on Merseyside and the role it has played in communities over the past 70 years. ON RECORD includes live performances, multi-arts commissions, debates and original content. In 2021, Yaw partnered ON RECORD with the University of Liverpool to produce REMAP - a project exploring the challenges for Black musicians and industry practitioners in establishing careers in the Liverpool City Region (LCR). Alongside a documentary exploring these issues through a previous URBEATZ project, REMAP has conducted an in-depth survey to generate a more complete picture of the current situation across the LCR. The results will be detailed in a report presented to the LCR Black Music Action Group to inform the policies, recommendations and actions of the Liverpool City Region Music Board.

YAW IS A FORCE OF NATURE! HE COMBINES DYNAMISM, DETERMINATION AND CREATIVITY WITH A MAGNETIC PERSONALITY AND THE RESULTS SPEAK FOR THEMSELVES. HE HAS A DEMONSTRABLE TRACK RECORD IN BRINGING BIG IDEAS TO LIFE.

TOM LEWIS, CO-PRESIDENT, DECCA RECORDS / UNIVERSAL MUSIC GROUP



YAW OWUSU IS NOT JUST A STRATEGIC MASTERMIND BUT SOMEONE WHO GENUINELY CARES ABOUT HIS CLIENTS AND STAKEHOLDERS, AND WILL CARRY THEM THROUGH STEP BY STEP TO WHAT THEY WANT TO DELIVER IN THE MOST CREATIVE AND THOUGHTFUL WAY POSSIBLE

EUNICE OBIANAGHA, FOUNDER, ENSPIRE MANAGEMENT / HEAD OF DIVERSITY, UK MUSIC

Throughout 2021, Yaw executive produced *Our Black History Heroes* for **CBBC**, comprising 22 short animated episodes where young people from across the UK selected their Black History Heroes, which broadcasted throughout October 2021. In the same period, he produced a documentary on globally acclaimed Sports Architect **Dan Meis** (**Staples Centre, Stadio Della Roma, Everton FC's new stadium**) for **BBC World Service** and **BBC Radio 4's** acclaimed documentary on civil rights activist **Marcus Garvey**.

In 2022, Yaw continued to creatively lead the award-winning **POWER UP**, the annual LIMF and LIMF Academy programme whilst undertaking the programme design for the inaugural Liverpool Against Racism (LAR) festival for the Mayor of Liverpool's office, which was the first festival of its kind in the world that was dedicated to exploring, sharing and celebrating the most effective anti-racism practice across sectors. Running for a week, the programme included a music festival, a young people's summit, a conference and a number of partner events that featured a diverse line up of local, national and international individuals and organisations who are invested in the charge for change. Those involved ranged from British historian David Olusoga, leading diversity and inclusion consultant Joanna Abeyie MBE, American author and journalist Kevin Powell, TV presenter Charlene White and former boxing champions Tony Bellew and Natasha Jonas. Yaw ended the year delivering a national R&B Tour and talent development programme headed up by BBC Radio 1Xtra's DJ Ace.



2023 saw Yaw continue to direct POWER UP, which received the Music Week Women In Music Award for DEI Initiative of the Year, as well as programme for the Eurovision Song Contest, programme direct and design for LIMF Academy, Bauer's KISS Connect and Open Sauce as well as deliver strategic development for Diageo for Smirnoff. The year was capped off with the launch of Youtube and Google Arts and Culture's, **UNION BLACK: Sounds Of A Nation**, which was a celebration and exploration of the impact and influence of Black British Music. Taking the form of an expansive chapterised online exhibition of hundreds of stories actualised with videos, photographs, documentaries and podcasts that reflect the contribution of Black British music artists, professionals and movements that have impacted the UK and beyond, changing the fabric of British music and culture forever. Users have access to over 400 multimedia stories including a range of new audio and video content pieces produced by collaborators ranging from YouTube creators to podcast hosts and music artists such as British icon Trevor Nelson. Yaw was engaged by Google to be the overall Editorial Lead for the whole project, which included researching, developing and curating the stories, commissioning and giving editorial support to the production companies, Youtube creators and partners as well as delivering strategic steer across elements.

EVERY ENCOUNTER I'VE HAD WITH YAW HAS BEEN POSITIVE ONE AND SO ANYTIME MY PHONE RINGS AND IT'S YAW, I KNOW IT'S GOING TO BE OF INTEREST. HE IS DEDICATED TO THE BETTERMENT OF THE MUSIC SCENE, THE CULTURE AND IS A REAL POSITIVE ROLE MODEL.

TREVOR NELSON MBE, BBC RADIO BROADCASTER

In the same year, 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 recognising his extraordinary work in the sector.



I AM ALWAYS IMPRESSED AND INSPIRED BY YAW'S BRIGHT SPIRIT AND ENERGY. HE HAS REAL INSIGHT AND UNDERSTANDING OF THE CREATIVE PATHWAYS COUPLED WITH AN IN DEPTH GRASP OF THE MUSIC INDUSTRY AND ITS EVOLUTION. YAW IS AN INVALUABLE FORCE FOR GOOD!

ROBERT SWERDLOW, STARWOOD MANAGEMENT

2024 was another busy year for Yaw as he continued to lead the multi-award winning initiatives POWER UP and LIMF Academy. On top of this, Yaw was engaged by Manchester Music City to design and drive an engagement and legacy programme for **WOMEX**, the most international and culturally diverse music meeting in the world and the biggest conference of the global music scene. The programme, entitled WE, THE LEADERS included a global music leaders programme in partnership with British Council, a set of one off commissions, a young producers programme and summit, the WOMEX '25 opening night concert (creatively directed by Yaw) and a 1 day global music conference focusing on the future of the music industry. WE, THE LEADERS engaged a large number of exceptional yet under-represented groups and organisations, as well as key UK music industry organisations, in WOMEX through the WE, THE LEADERS programme.

During the same period, Yaw worked in Bradford to research and design a report to form the basis of the 2025 City of Culture's music strategy, worked with 2 Funky Arts (Leicester) to produce a book, documentary and set of podcasts about England's Black music record stores and launched the **Open Sauce x Generator Black Music Incubator Programme**, with activation with Universal Records and Warner Music, to support 2 Black music creators to sign record deal and for 2 emerging Black music industry professionals to enter the music industry via paid internships, training and mentoring.



To end 2024 Yaw starting coaching a number of Liverpool City Region based Black business leaders as part of a regional business growth pathway initiative led by ex-Mayor Joanne Anderson's Innervision Consultancy. In addition he completed his **CLOCK Sector Expert Qualification** and worked with the University of Liverpool to develop and pitch **Music Futures**, an ambitious project that focused on research, development and intellectual property initiatives and skills and training programmes that will drive music sector growth and employment and establish the Liverpool City Region as a the UK's hub for innovation in music. The project was successful in obtaining £6.75 million AHRC Creative Industries Cluster funding for the next five years, launching mid 2025. Yaw will lead on the Enterprise and Next Generation elements.

YAW OWUSU MAKES GREAT THINGS HAPPEN! DRIVEN BY A VISION FOR A MORE ACCESSIBLE AND EQUITABLE CREATIVE INDUSTRIES, YAW COMBINES INDUSTRY CONNECTIONS AND INSIGHT, FORWARD-THINKING PROJECT MANAGEMENT, AND A DEEP PASSION AND COMMITMENT TO CREATE SYNERGIES AND OPPORTUNITIES FOR EMERGING CREATIVES AND MULTINATIONAL COMPANIES ALIKE.

DR MATHEW FLYNN, UNIVERSITY OF LIVERPOOL



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:

[BYYAWOWUSU.COM](https://byyawowusu.com)

[INSTAGRAM.COM/BYYAWOWUSU](https://www.instagram.com/byyawowusu)

[ENQUIRIES@NBTM.AGENCY](mailto:enquiries@nbtm.agency)

