

Lorenzo Borghetti

EVENT MANAGER | PUBLISHER & INNOVATION STRATEGIST IN MUSIC BUSINESS



LORENZO BORGHETTI





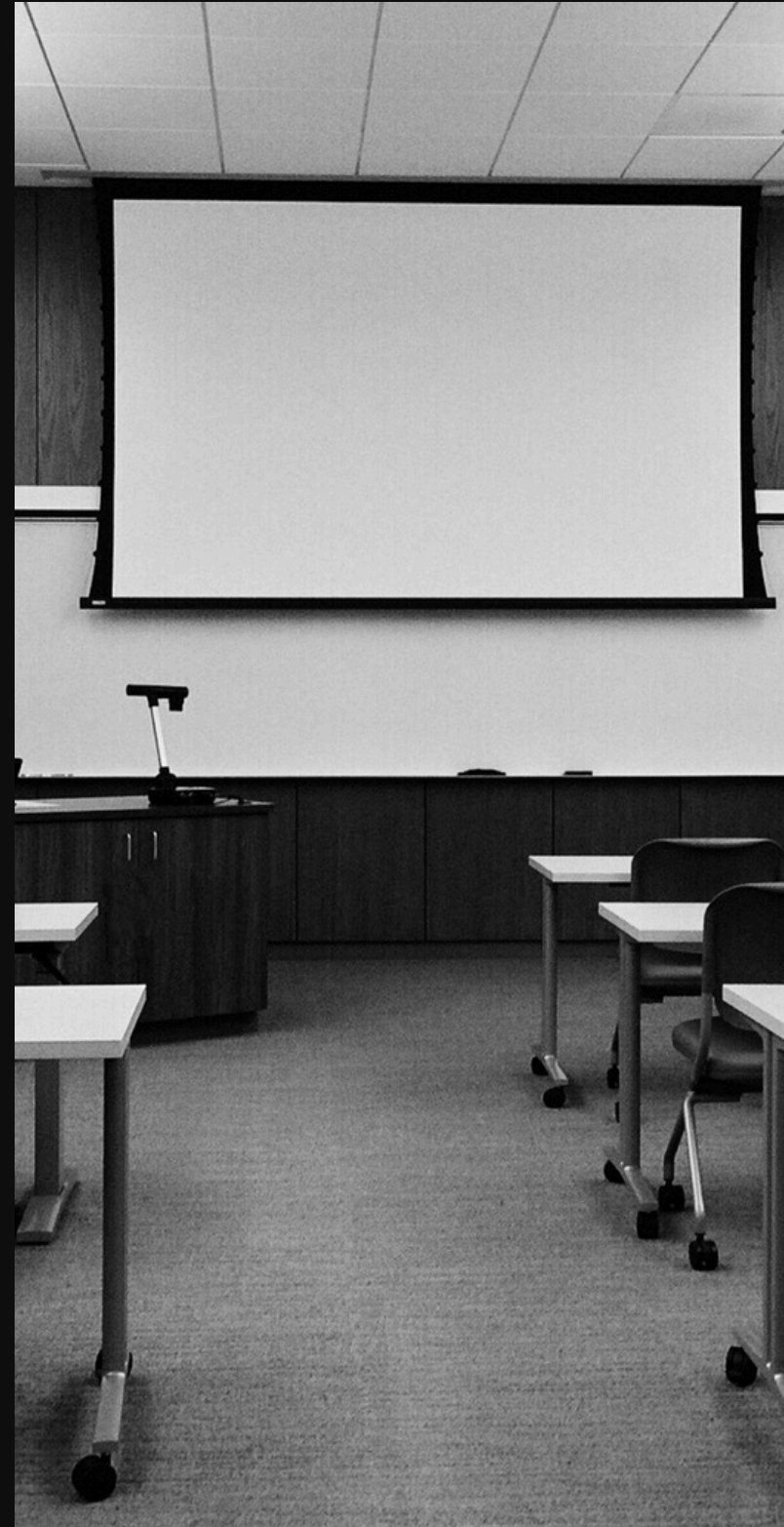
■ A TRULY LOVE FOR MAKING IMPACT WITHIN MUSIC BUSINESS

With a solid foundation in both business and technology, I develop creative solutions that drive artist visibility and business growth. My international experience and passion for the music industry make me an ideal asset for global projects that blend technological innovation with strategic business goals.

Over the past 3 years, I have specialized in music publishing and distribution, with a strong focus on royalty and copyright management for both the publishing and master rights industries.

Building on 10 years of experience in event management, as the founder of Reload Events, I have successfully organized and coordinated more than 100 events, collaborating with international artists and forging long-term partnerships with key industry players. My ability to balance project management with business strategy allows me to create solutions that integrate technological innovation and drive business growth. With a passion for the music industry and a global perspective, I am equipped to lead projects that make a lasting impact.





Bachelor of Engineering 2021

Engineering – Technology & Innovation

Master's Business Administration 2024

Strategy & Innovation

Google Analytics

Google Ads

Hubspot Academy Content Marketing

MY KEY EXPERTISE

Music Publishing & Distribution

Extensive experience in royalty and copyright management for both publishing and master rights, ensuring artists and stakeholders maximize the value of their intellectual property.

Project Management & Innovation

Proven ability to lead complex projects, from event coordination to digital initiatives, managing budgets, timelines, and cross-functional teams to ensure seamless execution. Integrating innovative technologies to drive artist visibility.

International Collaboration

Experience working with international artists and teams, effectively managing global projects that align with both creative and business objectives.

Event Planning & Talent Scouting

Over 10 years of experience organizing and managing more than 100 events, scouting emerging talent, and building strong partnerships with artists, agents, and venues.

Music Publishing & Royalty Management – Maximizing IP Value

I have implemented efficient royalty and copyright management systems for both publishing and master rights, ensuring that artists and stakeholders can fully capitalize on their intellectual property. This has led to increased revenue and a stronger market presence for the artists I've worked with.

- + 3000+ Tracks in my active catalogue
- + 5000+ Tracks distributed for labels
- + Transparent Rights Management Systems
- + Led several collaborations for sync opportunities
- + Implemented co-writers solutions
- + Helped 50+ emerging artists and several professionals



Digital Innovation for Music Startups – Strategic Growth & Technology

I have led innovation projects for music-focused startups, driving growth through strategic planning and technological integration.

- + Leveraged emerging technology for artist promotion and revenue generation.
- + Developed digital marketing strategies that boosted artist visibility by 25%.
- + Implemented growth frameworks for startups that resulted in increased user acquisition and market penetration.

CASE STUDY : **ROYALPIE X UNITY MUSIC LAB**

Strategic Overview

Royalpie is designed to address the core challenges of music promotion in the digital age. It leverages a credit-based system that allows artists, labels, and other stakeholders to strategically position their tracks on Spotify, ensuring greater exposure and engagement.

Key Metrics

Efficient Monetization: Royalpie's model enhances royalty generation by optimizing playlist plays and positioning tracks for higher visibility.

Customizable Promotion: Artists and labels can tailor their promotional efforts, allocating credits strategically to meet their specific goals.

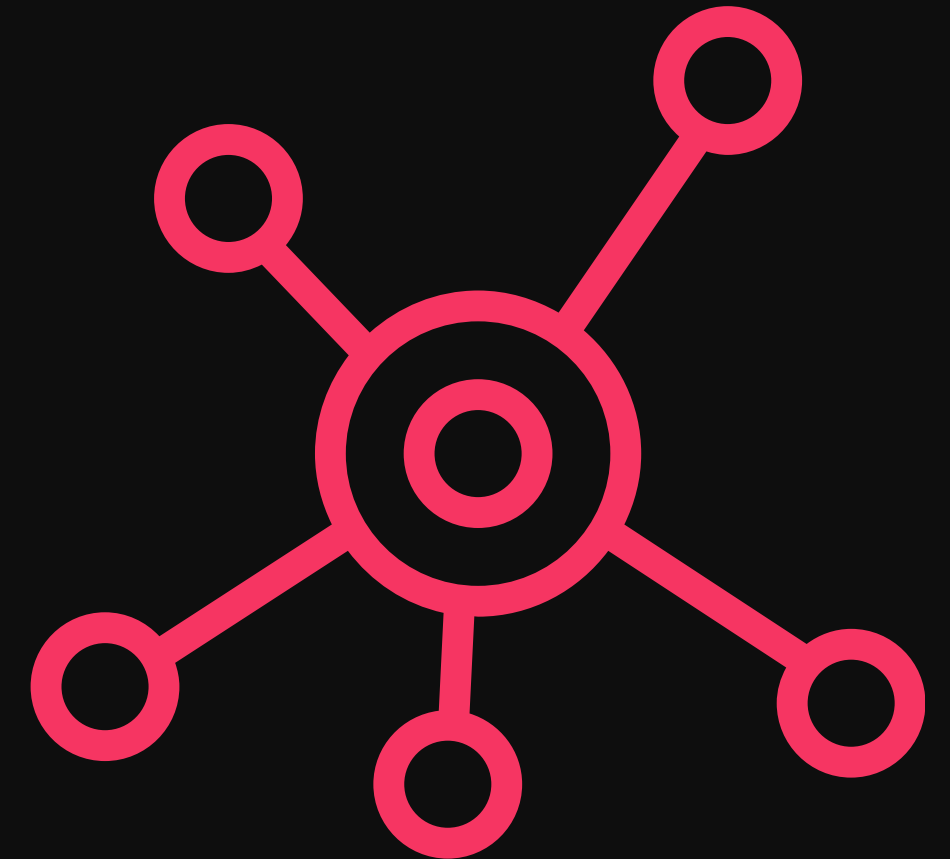
Industry-Leading Integration: Built with Spotify's framework in mind, Royalpie offers a smooth user experience, from track uploading to royalty collection.



International Collaborations

In managing teams and stakeholders, my focus is on fostering collaboration, clear communication, and mutual respect. I prioritize understanding the unique strengths and perspectives each team member brings, integrating these into a cohesive strategy that aligns with our goals. Effective stakeholder management involves maintaining transparent communication channels, regularly updating on project progress, and ensuring all voices are heard. My approach balances organizational objectives with individual needs, creating an environment where both team members and stakeholders feel valued and motivated to contribute to our shared success.

“Strategic partnerships bring together complementary skills and resources, forging a synergy that accelerates growth and innovation”



REFERENCES: Mathame Music



200M+ Spotify Streams | 2 Gold Record Certification

[Listen on Spotify.](#)

“What really impresses me about Lorenzo is his natural talent for building strong relationships across the board—whether it’s with artists, managers, or the teams behind the scenes. His ability to foster trust and maintain clear communication is essential in this industry, and from what I’ve seen and heard, Lorenzo excels in this area.” **(Guillaume Thollet | Executive General Manager, Mathame)**

“Lorenzo’s strong knowledge of technology and business, along with his experience in the music industry, allowed him to come up with solutions that were both creative and practical. From managing events to handling artist relationships and business development, Lorenzo always showed professionalism and clear thinking” **(Enrico Passeri | Tour manager Mathame)**

REFERENCES: Meduza Music



3+ Billion Spotify Streams | 40 Platinum Record Certification | 15 Gold Record Certification

[Listen on Spotify.](#)

"I'm pleased to recommend Lorenzo Borghetti, with whom I collaborated on a successful event in Italy. His expertise in both the creative and operational aspects was instrumental in bringing the vision to life. His passion for innovation and deep understanding of the music industry make him an invaluable collaborator. Lorenzo is dedicated, strategic, and always pushes boundaries to create something exceptional. He has my highest recommendation." **(Simone Giani | Producer and DJ of Meduza)**

How I promote artists



LORENZO BORGHETTI

+ **Influencer's Network**

+ Brand Ambassadors

+ Media and Blog

+ Marketing Agencies

+ Business

+ Non - Profit

STARDUST

ONE SHOT
A G E N C Y

OLIVIA.
MARKETING & COMUNICAZIONE

Influencer Collaborations are at the heart of my strategy. Partnering with influential figures in our industry is my key approach for authentic artist promotion , sync opportunities and viral trends. They can leverage the credibility and reach to authentically showcase music to a wider and engaged audience. These collaborations enable us to tap into the trust and influence that these individuals have built with their followers, ultimately driving artist brand visibility and credibility to new heights.

- + Influencer's Network
- + **Brand Ambassadors**
- + Media and Blog
- + Marketing Agencies
- + Business
- + Non - Profit

Brand Ambassadors play a pivotal role in my artist promotion strategy vision. These dedicated individuals are the face of a brand, embodying our values and mission. Through their genuine support and passion, they amplify the brand's message, engaging with their followers to create lasting connections. Brand Ambassadors aren't just advocates; they're an integral part of the extended brand family, helping me to foster loyalty, trust, and a sense of community among our audience



Sfera Ebbasta x KFC Italia



- + Influencer's Network
- + Brand Ambassadors
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- + Marketing Agencies
- + Business
- + Non - Profit



WILL

4.532 Posts 1,6 M Followers 472 Following



Wired Italia

6.825 Posts 177 k Followers 129 Following



CROMOSOMI®

6.193 Posts 158 k Followers 996 Following

Media and Blog Collaborations are a cornerstone of my outreach strategy. I partner with respected media outlets and influential bloggers in our niche to enhance our artist's visibility and credibility. By securing media coverage and featuring guest posts, I leverage their established audiences and industry expertise to provide valuable content and insights. These collaborations allow us to broaden our reach and establish ourselves as thought leaders in our field, contributing to our brand's authority and recognition



Marketing Agencies

Partnering with specialized marketing agencies is an essential aspect of my strategy. By tapping into their expertise and resources, I can enhance the impact of our campaigns. These collaborations allow me to leverage their knowledge and experience to create more effective and results-driven social media initiatives, ultimately driving better outcomes for our artists

Other Businesses

Partnering with other businesses is a key element of my strategy. These collaborations provide valuable opportunities for mutual growth and marketing benefits. By working together with complementary businesses, I can expand our artist's reach and create mutually beneficial marketing campaigns and initiatives, ultimately contributing to the success of the artist.

Non Profit Organizations

Collaborating with non-profit organizations aligns with our commitment to social responsibility. These partnerships enable me to showcase artist's dedication to making a positive impact on society. By working together with like-minded organizations, I can amplify our efforts and contribute to meaningful causes, demonstrating artist's commitment to corporate social responsibility.

INSIGHTS

What I achieved so far?

5000+

Publishing
Catalogue

3000+

Distributed
Tracks

100%

Satisfaction

50+

Helped Artists

+25%

Artist Visibility

ABOUT ME

Want to know me better?

Let's get in touch

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