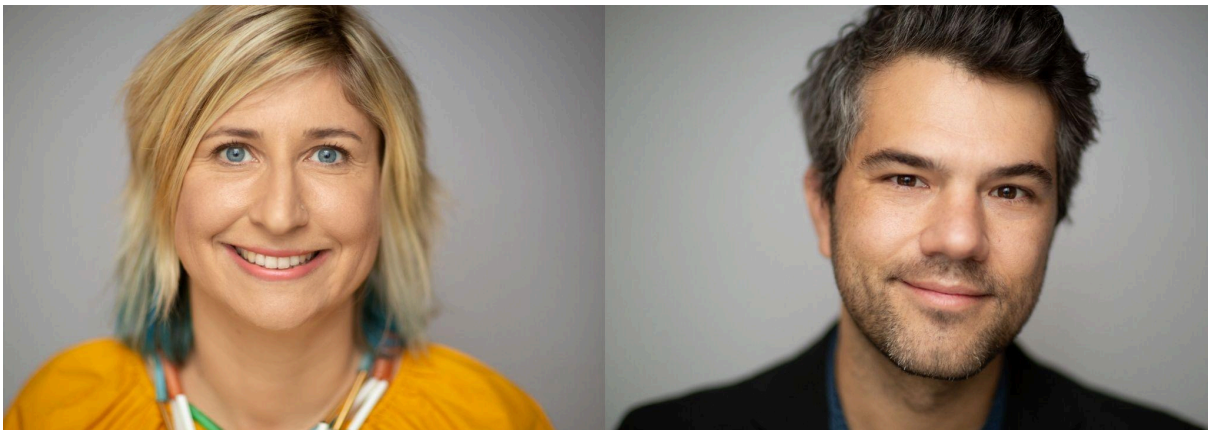




BELIEVE UNIFIES GLOBAL STRUCTURE TO ACCELERATE ARTIST DEVELOPMENT STRATEGY



[L-R]: Elsa Bahamonde Bourgain, President Artist Services and Label & Artist Solutions, and Romain Becker, Group Chief Operating Officer, Believe

PARIS – July 9th, 2026 - Global artist development company Believe unveils today a new unified structure for its Global Commercial and Product, Tech and Operations organisations. This transformation, along with Believe's "From Access to Success" strategic plan, constitutes the cornerstone of Believe's positioning as One Global Artist Development Company, obsessed with artist success and powered by best-in-class technology.

Reporting to Global Head of Music Romain Vivien, Elsa Bahamonde Bourgain will lead Believe's global commercial efforts, bringing together the Artist Services and Label & Artist Solutions divisions. Elsa joined Believe in 2021 to run the Group's Artist Services, after holding senior roles at Criteo, Pixmania, and Veepee. Since then, she has been instrumental in the launch of over 15 labels around the world and in building a success engine to elevate and maintain independent artists to the top, among which Nancy Ajram, Adekunle Gold, Sanjay Rathod, IDGITAF, Yellow Bucks, GIMS, Saran, Pablo.

In her new role, Elsa will be supported by **Liubov Kevkhaian, appointed VP of Label & Artist Solutions.** After serving as Managing Director for Central & Eastern Europe for 5 years, leading Believe's development across the region and overseeing landmark deals such as the strategic partnership with top independent label Global Records, Liubov will drive commercial expansion and advance value creation for labels and artists, contributing to the company's long term growth ambitions. Acting as a key bridge between global and local teams, Liubov will ensure strong alignment between central strategy and market execution, fostering effective collaboration and supporting the continued growth and success of local markets. Also new to Elsa's team is **Emmanuelle de Hosson, appointed VP of Artist Services.** Emmanuelle is joining Believe from one of France's leading independent labels Play Two, where she held the role of General

Director since 2023, playing a key role in supporting the careers of major French artists like Vitaa, Kalash, GIMS and Tayc, and strengthening the relationship between Play Two and Believe. In this new role, Emmanuelle will support Believe's growth strategy across priority markets driving long-term artist development, marketing effectiveness, strategic partnerships and international initiatives. Working closely with both central and local teams, she will help scale best practices and support the long-term success of artists worldwide.

This integration builds on recent leadership appointments, including Chris Meehan as CEO of Publishing and Brian Miller as TuneCore's Chief Business Officer, further aligning the Group's business functions to scale faster globally and capture greater market share locally.

*"I am incredibly excited to step into this role at such a pivotal moment for Believe," said **Elsa Bahamonde Bourgoin, President Artist Services and Label & Artist Solutions, Believe.** "This new structure is a game-changer designed to supercharge our artist development strategy on a whole new scale. Together with Liubov and Emmanuelle, both exceptional leaders, we are uniquely positioned to drive the future of independent music."*

As Group Chief Operating Officer, reporting to Believe Founder & CEO Denis Ladegaillerie, Romain Becker will lead a unified Product, Tech & Operations structure, further strengthening Believe's governance for fast decision making and alignment, from strategy to execution. Previously Believe's Chief Product, Operations and Marketing Services Officer, Romain also served as President of Label & Artist Solutions at Believe and held key roles at Google, where he led YouTube's music partnerships. He will now oversee a global team that includes Group CTO Antoine Jacoutot, Global SVP Operations Sandrine Lalau-Keraly, and newly appointed Group CPO Luxi Huang, previously TuneCore's Chief Technology & Product Officer. This consolidation allows for a single engine designed to drive Product, Tech and Operations' excellence.

*"We have been working on unifying Believe's Product, Tech, and Operations organization - which fully integrates TuneCore - for a few years now, and I am excited to continue building bridges between our technology capabilities and our music teams", said **Romain Becker, Group Chief Operating Officer.** "Combining deep music expertise with technology as a catalyst for artist development is at the core of Believe's DNA. This unified organization - within which Luxi, Antoine and Sandrine work in unison - already allows us to move faster and deliver even better tools for Believe and TuneCore's artists, songwriters, labels, and publishers around the world".*

Denis Ladegaillerie, Founder & CEO, Believe, concluded: *"Elsa and Romain are two exceptional leaders, whose deep understanding of Believe and unparalleled market intelligence, will undoubtedly allow them to continue delivering outstanding results as they step into their new roles. Unifying Believe's commercial and Product, Tech and Operations' organisations is not merely a structural evolution. It is a deliberate choice to sharpen our impact, with strong synergies and impeccable collaboration between these two organisations. We now have the governance and the talent to deliver on our promise to artists, labels, songwriters and publishers worldwide. They constitute the foundations for our 2030 ambition."*

About Believe:

[Believe](#) is a global artist development company. We empower local artists, labels and publishers to grow their audiences at each stage of their careers with expertise, respect, fairness and transparency. Operating in 50+ countries, with more than 2,000 employees, Believe offers a full range of services including audience development, publishing, marketing and distribution, with a tailor-made approach to fit any artist, label or publisher. With a leading portfolio of brands that includes Nuclear Blast, naïve, TuneCore, Groove Attack, Sentric,

AllPoints and Byond among others, Believe champions independence and innovation through a unique model that combines local expertise with a global tech platform, delivering exclusive solutions for artists to promote and monetize their music thanks to strategic partnerships with leading global digital service providers. Believe is a simplified joint-stock company under French law. Learn more at www.believe.com

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