



BELIEVE APPOINTS ADRIANA SEIN TO THE NEWLY CREATED ROLE OF PRESIDENT, AMERICAS

Reporting to Believe's Global Head of Music, Romain Vivien, Sein will oversee Believe's business operations throughout the Americas, including the United States, Canada, and Latin America



Adriana Sein - President, Americas, Believe

PARIS, FRANCE - OCTOBER 6, 2026 - Believe, the global artist development company, has named Adriana Sein the company's new President, Americas. Sein's role was announced today by Believe's Global Head of Music, Romain Vivien, to whom she will report.

Romain Vivien, Global Head of Music, Believe, commented, "Adriana is a successful senior executive leader with a super strong track record in the global music industry. Her multiple market expertise and deep understanding of both distribution and artist development businesses added to a solid strategic vision make her the best person to hone our operations, increase our impact, and continue growing our business

throughout the Americas. Adriana joining Believe stands as a testament to our continued investment in the region, particularly in the United States, and our commitment to help develop creators, labels and artists with best in class services, expertise, and leadership. I am very excited to welcome her to Believe."

In this newly created role, Sein will lead Believe's commercial operations across North and South America, overseeing the Label & Artist Solutions business lines and driving the company's continued expansion across the Americas, including the United States, the world's largest music market. Outside of the United States, Sein will be directly responsible for Believe's business throughout Canada and Latin America.

Sein commented, "Over the past 20 years, Believe has built a differentiated global platform with independent artists, labels and entrepreneurs at its core. I'm excited to join the company at such a defining moment and bring the full strength of that offering to the US, while accelerating our growth across Latin America and Canada. I look forward to working with our teams and partners to build on that momentum and drive the next phase of growth throughout the Americas."

A recognized voice in the global music industry, Sein most recently served as Senior Vice President & Global Head of Artist & Market Development at ADA Music, WMG's global independent music distribution and artist services arm, where she led the distribution business in EMEA and Latin America, as well as global marketing and client partnerships, including those in the U.S. She also spearheaded ADA's new market expansion efforts, driving multimillion-dollar integrations and partnerships in MENA and Africa. Prior to joining ADA, Sein served as Vice President of International for Columbia Records, following her time at Ultra Records where she established the label's international division and scaled it into a multimillion-dollar business, and led the global implementation of Ultra's strategic joint venture with Sony Music.

Sein joins Believe at a pivotal moment, with the company celebrating its twentieth anniversary while simultaneously expanding its operations into the US with the launch of Az Cohen's AZTEC - a joint venture with Believe - and Maxwell's hiring earlier this year. The company has also experienced a recent surge of successes throughout the Americas; in Canada, Believe artists took home four JUNO Awards this year and signed JUNO-winning guitarist Jesse Cook, hard rock label Rock Shop with The Veer Union, and acclaimed singer-songwriter Julian Taylor with his label Howling Turtle.

In Mexico, Believe artist Los Dos De Tamaulipas' song "Ayúdame" spent 25 weeks on the Spotify México chart, peaking at #2, and the group won the 2026 iHeartRadio Music Award for Best New Artist - Regional Mexican. Believe also recently partnered with 333 Records, the Regional Mexican label founded by multiple Latin Grammy Award

nominee Joss Favela, home to leading artists Hector Vargas, Las Marias, Adrián Preciado, Claudio Alcaraz, and more.

In Brazil, Believe artist Priscila Senna became the first Brega artist to perform at Brazil's biggest music festival, Rock in Rio, and the Brazilian funk track "Relíquia do 2T," earned a nomination for Best Urban Song at the 2026 Latin Grammy Awards - only the second time in history that a Brazilian funk track has been nominated in the category. Meanwhile, Argentinian artist Dillom is nominated for Best Rock Song for his track "Rojo Profundo," and Francisca Valenzuela, one of Chile's most influential and groundbreaking artists, is nominated for Best Alternative Song with her song "BUGAMBILIA," co-written with Francisco Victoria.

About Believe:

Believe is one global artist development company. We empower local independent artists, songwriters, labels, and publishers to scale their businesses and grow audiences at each stage of their career with expertise, respect, fairness, and transparency. Operating in over 50 countries with more than 2,000 employees, Believe provides a full range of services across recording, publishing, and distribution, offering bespoke solutions engineered for long-term career growth to champion creative independence. We nurture emerging talent and shape the future of local music scenes through our own [brands](#). This unique model pairs on-the-ground local market intelligence with a cutting-edge global technology platform, maximizing royalty optimization and global reach through privileged partnerships with leading streaming platforms. Believe is a simplified joint-stock company under French law. Learn more at www.believe.com.