



ROMAIN VIVIEN EXPANDS RESPONSIBILITIES AS GLOBAL HEAD OF MUSIC TO DRIVE BELIEVE'S 2030 AMBITION



Romain Vivien, Global Head of Music, Believe

PARIS – OCTOBER 19, 2026 – Global artist development company Believe unveils the expanded responsibilities of Romain Vivien as Global Head of Music. This nomination marks the latest brick in the strategic evolution of Believe's commercial organization designed to accelerate the execution of its 2030 ambition under its 5-year "From Access to Success" strategic plan.

In this role, Romain Vivien will continue overseeing Believe's global recording music activities, while now directly leading Believe's three major geographic regions – EMEA, Americas, and APAC – and driving the Group's strategic partnerships. This evolution creates a simpler and more integrated leadership model, bringing together regional execution, global business lines, and strategic partnerships.

Directly reporting to Romain Vivien, Believe's three major geographic regions will be overseen by three Regional Presidents:

- **Americas:** Adriana Sein joins Believe as President Americas Bringing extensive experience from Warner Music Group, Sony Music Entertainment, and Ultra Music, she will lead acceleration and long-term positioning across the United States, Canada, and Latin America.

- **APAC:** Sylvain Delange continues in his role as President APAC to further strengthen Believe's market positions across Asia-Pacific and accelerate growth in key dynamic music markets.
- **EMEA:** Viktoria Siniavskaia is appointed President EMEA. Following her successful leadership across META, East & Southern Europe, and Americas, she now oversees the newly established EMEA region to drive growth through enhanced regional coordination and market collaboration.

Launched in January 2025, Believe's "From Access to Success" strategic plan is transforming the company into a full-service, technology-empowered One Global Artist Development Company focused on artist success.

Romain Vivien's global recording music activities are supported by Elsa Bahamonde Bourgain (President of Believe Artist Services & Believe Label & Artist Solutions), Brian Miller (Chief Business Officer for TuneCore) Combined with the leadership of Chris Meehan, CEO of Publishing, the new structure reinforces Believe's ambition to operate as One Global Music Organization, while preserving local expertise and entrepreneurial culture.

*"Our mission remains unchanged: to transform Believe into a full-service global artist development company obsessed with artist success," said **Romain Vivien, Global Head of Music**. "By evolving our regional organization around three major geographic pillars, we are creating clearer accountability, accelerating decision-making closer to local markets, and fostering stronger execution across our global footprint. Adriana, Viktoria and Sylvain are fantastic and unique leaders with very strong proven track records, and I have no doubt they will be instrumental in driving even greater success in their region in the years to come"*

*"Over the past two decades, Romain has been instrumental in shaping our global music vision and growing Believe into a leading force in digital music and artist development. As Believe enters its next phase of growth, I am immensely proud that we can rely on leaders like him, Viktoria and Sylvain who have grown with us, take on even greater responsibilities or whose continued leadership and commitment is unwavering, alongside exceptional new talent like Adriana, bringing fresh perspectives to our teams. This strengthened regional organization brings us closer to our local artists, songwriters, labels and publishers around the world, while uniting us more closely than ever as one global organization," **concluded Denis Ladegaillerie, Founder & CEO, Believe**.*

After serving as CEO of Believe France since 2008, Romain Vivien has been named Believe's Global Head of Music and President for Europe in 2024. With almost 30 years of experience in the music business, Romain is an active player of the French and

international music industry. Romain began his career at Virgin in 1996, then held different positions at EMI, including Managing Director of Capitol France. He acts as VP of indies' trade body UPFI and board member of labels' association SPPF. He also served as President of the Victoires de la Musique in 2020 and 2021. In 2026, he was included in Billboard's Power 100, Indie and Global Power Players lists.

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.

Media Contacts:

Manon JESSUA – manon.jessua@believe.com

Judith GRANDCOING – judith.grandcoing@agenceproches.com