




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Keola Kama		
Board/Commission Name: Seattle Music Commission		Position Title: Member
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * 9/1/2024 to 8/31/2027 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: Hillman City	Zip Code: 98118	Contact Phone No.: [REDACTED]
Background: Keola Kama is a native Hawaiian from the island of Maui, whose education and music career has taken him from Seattle to Los Angeles and back. Music has always been at the heart of his being – the family home was constantly filled with his mother's opera singing (she performs locally around Seattle) and his first memories revolved around experimenting with the piano and the guitar in the living room, which then progressed to school band geek status quickly thereafter. This then led to a passion for deejaying and a lifelong obsession with crate digging. Starting out in L.A., he was a radio host and volunteer coordinator with community radio station KPFK FM, where he created programs to empower the station's community of activists and volunteers via job skills training, community-building, and programming opportunities for underserved groups. Next up was riding the first wave of digital marketing at Capitol Records, followed by moves to EMI Music, and then Universal Music Group. Being at the cutting edge of digital marketing in its infancy provided him with insight into how the music landscape was rapidly evolving and changing the nature of how we consume music. After 10 years at record labels, Keola joined Napster in Seattle, to help the team innovate in the streaming space via both marketing partnerships with indie artists, as well as negotiating licensing agreements with labels. The accumulation of this experience and knowledge has him energized to help expand the opportunities for artists and fans alike, going forward.		
Authorizing Signature (original signature): 		Appointing Signatory: Bruce A. Harrell Mayor of Seattle
Date Signed (appointed): July 9 th , 2024		

*Term begin and end date is fixed and tied to the position and not the appointment date.

EXECUTIVE SUMMARY

Digital Music Strategist with extensive music label commercial, marketing, and partner management experience. I've gained a unique knowledge foundation at several of the most demanding brands in the world including Capitol Records, EMI Music, Universal Music, and Napster. Demonstrated a strong record of increased revenue via creative and effective marketing campaigns across multiple high volume/high visibility digital partners while at music labels, and maximized Napster's market share across labels as well as securing fair and favorable terms via negotiated licensing agreements and amendments with labels. Possess exceptional management and leadership ability with highly developed analytical, negotiation, communication, organization, and team-building skills. Passionate about music and technology and the partnerships they create.

Skills include:

- Utilizing highly developed interpersonal skills and industry experience to create successful and long-term relationships between music labels and music providers
- Creative thinking to execute marketing campaigns which achieve and exceed goals
- Problem solver with the determination to identify an issue, investigate, and provide solutions
- Detail oriented to set goals and achieve them as scheduled
- Collaborative ability with cross-functional team to create systems, process improvements, and best practices
- Critical data analysis of label and partner performance to optimize future campaigns
- Managerial and motivational acumen to effectively supervise support team to achieve objectives
- Adaptability to effectively navigate continuous change in the industry

EXPERIENCE

NAPSTER | SEATTLE, WA | APRIL 2016 – PRESENT

Director, Label Relations and Licensing | April 2016 – Present

Label Relations

- Responsible for creating successful and long-term relationships with both major and independent labels and serving as Napster's advocate across the music industry. Utilizing ideation to implement creative marketing campaigns with music labels to ensure label partner and internal goals are achieved across the platform. Coordinate programming of label content across Editorial and Socials. Secure artist assets/clearances for Partner Development Team to feature in high visibility merchandising placements. Consult with Napster interdepartmental leads including Partner, Product, Platform, BI, Finance and Legal teams on decisions as they impact label concerns, including strategy, new products/services, and distribution partnerships.

Label Licensing

- Negotiating global direct licensing deals and renewals with indie labels and artists to secure sustainable, fair and favorable terms, ensuring compliance with the terms of all Napster master rights holder agreements.
- Negotiating deal amendments to successfully launch new products, tiers of service, partnerships and other business development opportunities.

Programming

- Utilizing data, an expansive knowledge of all genres, and bespoke artist marketing campaigns, to tailor a programming experience to delight the Napster User base: Programming franchises include New Releases, New Music Playlist, Song Of The Day Playlist, Album Spotlights, and Catalog Spotlights.

Management

- Manage the Social Media Manager and Editorial Department.
- Conduct performance reviews to highlight areas of strength, weakness, and growth opportunities.

Live Events

- Producing live performances at the Seattle HQ and acting as the primary handler for labels, artists, and managers. Coordinating content captures to leverage around release campaigns.

Social Media

- Responsible for creating compelling social media campaigns in partnership with music labels to further enhance cross-platform campaigns and programming initiatives.

Analysis

- Analyzing performance data and royalty reports of labels to more effectively understand market share trends in the service and maximize opportunities. Utilizing business performance metrics to drive business in the service and run regular business reviews with labels.

UNIVERSAL MUSIC | SANTA MONICA, CA | NOVEMBER 2012 – APRIL 2016

Director, Commercial Partnerships (Global) | December 2015 – April 2016

Management

- Manage multiple global digital streaming and download accounts generating \$40M in annual revenue with year over year increases across account base.
- Manage cross-functional teams to ensure all aspects of the partnership between labels and accounts are executed effectively and efficiently.
- Team leader managing support staff to ensure their daily duties, as well as overall team goals, are executed in a timely manner via weekly strategy meetings and a policy of open communication.
- Conduct performance reviews to highlight areas of strength, weakness, and growth opportunities.

Strategy

- Contribute to business development strategy via in-depth analysis of account performance, evaluating key performance elements to determine profitability and identify risk.
- Create and implement strategic initiatives for new consumer propositions at accounts to drive revenue and engagement.

Content

- Plan and execute high profile and complex artist campaigns with accounts in order to maximize visibility for and engagement with artists.
- Coordinate content creation for use in promotional campaigns.
- Utilize long-range planning strategy around new release content to achieve early interest with accounts and lock in merchandising and cross-promotion for key artists.

Analysis

- Analyze marketing campaigns across partners to identify the most effective opportunities for user engagement and tailor future artist launch plans accordingly.
- Create weekly strategic recaps for key accounts to effectively communicate to executives vital account trends and performance.
- Prepare and present Annual Business Reviews for key accounts analyzing performance and identifying issues and opportunities, enabling UMG to build strong relationships and increase revenue with each partner.

Account Director, Digital Sales | February 2014 – December 2015

Account Executive, Digital Sales | November 2012 – February 2014

EMI MUSIC | HOLLYWOOD, CA | APRIL 2007 – NOVEMBER 2012

Account Manager, Digital Sales | June 2009 – November 2012

Coordinator, Digital Sales | June 2008 – June 2009

Coordinator, Sales Admin | April 2007 – June 2008

CAPITOL RECORDS | HOLLYWOOD, CA | AUGUST 2005 – MARCH 2007

Staff Assistant, New Media & Strategic Marketing | August 2005 – March 2007

Seattle Music Commission

21 Members: Pursuant to *Ordinance 124422*, all members subject to City Council confirmation, 3-year terms:

- 10 City Council-appointed
- 11 Mayor-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	1	1.	Commissioner	Kelli Faryar	9/1/23	8/31/26	1	Mayor
6	M	2	2.	Commissioner	Nick Turner	9/1/23	8/31/26	1	City Council
6	M	n/a	3.	Commissioner	Andrew Joslyn	9/1/23	8/31/26	2	Mayor
6	M	2	4.	Chair	Jason Clackley	9/1/23	8/31/26	2	City Council
6	F	2	5.	Commissioner	Anne O’Dowd	9/1/23	8/31/26	2	Mayor
9	M	n/a	6.	Commissioner	Eric Lilavois	9/1/23	8/31/26	2	City Council
6	F	5	7.	Commissioner	Christina Frappia	9/1/24	8/31/27	1	Mayor
2	F	2	8.	Commissioner	Bunnie Marie Moore	9/1/24	8/31/27	2	City Council
	F	2	9.	Commissioner	Olivia D. Hamilton	9/1/24	8/31/27	1	Mayor
6	NB	3	10.	Commissioner	Andrea Friedman	9/1/22	8/31/25	1	City Council
2	M	1	11.	Commissioner	Jordan Leonard	9/1/24	8/31/27	1	Mayor
2	F	1	12.	Commissioner	Adra D. D. Boo	9/1/24	8/31/27	2	City Council
7	M	2	13.	Commissioner	Keola Kama	9/1/24	8/31/27	2	Mayor
6	F	6	14.	Commissioner	Shaina Foley	9/1/24	8/31/27	1	City Council
6	F	7	15.	Commissioner	Shannon Welles	9/1/22	8/31/25	2	Mayor
1	F	2	16.	Commissioner	Casey Carter	9/1/22	8/31/25	2	City Council
3	M	3	17.	Commissioner	Jovino Santos Neto	9/1/22	8/31/25	2	Mayor
2	M	n/a	18.	Commissioner	Julius Robinson	9/1/22	8/31/25	1	City Council
6	F	6	19.	Commissioner	Jessica Toon	9/1/22	8/31/25	2	Mayor
6	F	5	20.	Commissioner	Denise Burnside	9/1/22	8/31/25	2	City Council
6	M	6	21.	Commissioner	Nick Vaerewyck	9/1/22	8/31/25	2	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	SELF-IDENTIFIED DIVERSITY CHART				(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	5	7			0	1	3			6	1		0
Council	4	4		1	2	3	0			5	0		1
Other													
Total	9	11		1	2	4	3			11	1		1

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List gender identity, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown
- RD Residential Council District number 1 through 7 or N/A
Diversity information is self-identified and voluntary.