





# MARC PIZON



## CONTACT

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## PROFESSIONAL SKILLS

- Communication
- Leadership
- Organization
- Negotiation
- Budget management
- Adaptability
- Problem-solving

## IT SKILLS

- Word processing
- Data entry
- Security & privacy
- Email clients
- Search engines

## LANGUAGES

- French (native)
- English (fluent)
- German (school)
- Swedish (notion)

## EDUCATION

- **Master's degree**  
Management of Cultural Institutions & Multimedia  
Audencia Business School, Nantes 2006
- **Bachelor's degree**  
Economics & Business Management  
University of Economics, Nantes 2004

## HOBBIES



## WORK EXPERIENCES

### Co-Founder & Chief Partnership Officer

SOKA | Nov 2022 - Present

- Led partnership strategy for SOKA.club, a digital platform for African football fans (120K+ followers).
- Identified business opportunities and built strategic relationships with key players in sports and tech in Africa and beyond (e.g. YAS Telecom, Team des Héros, SporTech, Fondation AXIAN, Gara.store, 42 Antananarivo, Projet ONY).
- Organized SOKA Solidarity, charitable football events held in Madagascar featuring international football stars (Karembou, Pirès, Okocha, etc.).

### Founder & Creative Director

W3BKOAST | Oct 2022 - Present

- Design and implementation of innovative, accessible digital experiences harnessing the full potential of Web3, Blockchain, and NFT technologies for brands and communities.
- Led the creative and strategic direction of Sunny B. 1991, the Genesis NFT collection by Sony Music France, blending artistic storytelling and technological innovation.
- Conceived and managed SOKA.club, a digital platform combining football, gaming, and youth culture for a new generation of fans across Africa.

### Partnership & Business Development Consultant (Web3)

Capsule Corp. Labs / Ternoia | May 2022 - Sep 2022

- Developed Web3 and NFT strategies for brands in the Music Industry (Sony Music, Sacem, Warner Music).
- Analyzed emerging trends in blockchain ecosystems.
- Negotiated and managed client partnerships.

### Head of International Partnerships (NAC) - Midem

Reed Midem | Mar 2021 - Mar 2022

- Partnerships development and relationship management with leading North American clients and institutions from the music industry.
- Develop strategic approaches for each Midem events (Midem Cannes & Midem Digital) and monitor sales action plans.
- Elaboration and implementation of global sales offers with the Midem sales team.

### Conference Manager - Midem

Reed Midem | Mar 2017 - Mar 2022

- Constant monitoring on the music industry's hot trends and key actors, specially in the Streaming, Music & Brands, Sync, Esports/Gaming, Film/TV Music and Hip-Hop fields.
- Editorial conception and implementation of the programme.
- Identification & building of key Conference partnerships.
- Client relations (speakers, moderators, partners)
- Follow-up on the communication around programming.
- Coordination of the production of the Conference.
- Monitoring of the Conference budget.

### Head of Artist & Label Relations

official.fm | Oct 2012 - Sept 2016

- Coordination with label's Marketing & Digital teams with singles premieres made with Interscope US, Island UK, Polydor UK, Virgin-EMI UK, Fiction UK, Caroline UK.
- Head of relations between official.fm and copyright collection societies.
- Editorial & creative direction.

### Artist Manager

Ever Better Music | Jan 2010 - Jan 2016

- Talent management for 5 artists/bands (Lifelike, Teenage Bad Girl, Donovans, LoVe on the Beat, The Bloody Sisters).
- Budget negotiation and implementation in direct contact with advertisers (Le Coq Sportif, Deezer) and agencies (H5, Creaminal) for music syncs linked to the Ever Better Music roster.

### A&R

Virgin Music/EMI | Oct 2007 - Oct 2009

- Management of Virgin/Labels' roster (Daft Punk, Air, M83, Röyksopp etc.), music production supervision and budget monitoring.
- Logistic and recruitment supervision for recordings (musicians, producers, engineers, studio bookings, remixers).