Reuben White

Creative Producer, Promoter

12. July 1996
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Profile

I'm a Berlin-based producer and artist manager with seven years' experience developing projects and supporting contemporary music. I specialise in tour, festival, and release management, as well as marketing strategy. I've led award-winning large-scale productions and am driven by the intersection of contemporary and commercial music.

Key Skills

Creative Producer: Booked and delivered national tours, produced multi-day festivals, and facilitated album releases.
Production & Logistics: Deep knowledge of touring, scheduling, visas, and artist liaison.
Marketing: Delivered campaigns exceeding sales targets, brand campaigns, led social media and digital ad strategy.
Leadership: Managed internal and external teams, improved workflows, mentored interns.
Finance: Grant writing, budgeting tours, sourcing sponsorships; experience with Xero.

Experience

Rudi Music

Since January 2024

Director / Freelance

- Booked and produced multiple concerts in Berlin (Kantine am Berghain, House of Music) and promoted Jazzwerkstatt Peitz, showcasing contemporary jazz and avant-garde.
- Secured €75,000 & $70,000 AUD in public funding for artist's projects, supporting new albums, two national tours (AU) and artist development.
- Facilitated the distribution of 15+ albums with leading Australian labels, DSPs and coordinating press, digital ads, and content production.
- Full concept and delivery of a new theatre show that sold over 1000 tickets in 2 dates, contracting ad agencies, content teams, designers and production staff.
- Brokered sponsorship with the Australian Broadcasting Corporation, Goethe Institute of Sydney, Sydney Conservatorium of Music.

Future Projects: *GANNA* (DE) 4-date Australian tour; *Chow Chow Disco* (DE) 8-date Australian tour.

SIMA

2018 – 2023

General Manager, Marketing Manager

- Presented and promoted international acts from Germany, Brazil, Finland, Japan and the USA.
- Managed sponsorships with the City of Sydney, Inner West Council, The Women's Club and private donors/philanthropists.
- Strengthened organisational capacity and audience retention through upgraded project management, CRM, and donation systems.
- Secured emergency funding to deliver livestream and digital programs that maintained artist income and audience engagement during the pandemic.

- Launched the inaugural Orange Winter Jazz Festival, a three-day regional event with 50 concerts, attracting 500 attendees to 8 venues across Orange, NSW.
- Budgeted and marketed festivals, concerts, and education programs, overseeing volunteer coordination and membership engagement.
- Built and maintained strong relationships with radio, media outlets, and partner arts organisations to strengthen audience reach and industry profile.
- Designed and led an annual internship program with Sydney university students, mentoring emerging arts administrators.

Key Achievements:

- Awarded the 2023 Art Music Award – Luminary (NSW) by APRA AMCOS and the Australian Music Centre for leadership in jazz performance, artist development, and education.
- Presented 3 x GRAMMY Award-winning singer, Cecile McLorin Salvant.
- Delivered 130+ regional concerts across 18 tours through SIMA's regional touring program.
- Increased attendance for Women's Jazz Workshops (+50%) and Sydney Int'l Jazz Fest (+40%).

Chugg Music *2018 – 2020*

Artist Services

- Promoted national and international tours with agents, promoters, and venues, overseeing logistics, marketing, and artist liaison.
- Delivered marketing campaigns for international releases, managing social media, digital advertising, and publicity.
- Secured U.S. visas (O-1, P-1) and obtained American Express ($10K AUD) and Export Market Development ($25K AUD) grants supporting global touring activity.

Key Achievements:

- Budgeted and promoted sell-out tours, grossing over one million AUD.
- Project lead for Casey Barnes' 2020 album, which reached ARIA #1 on the Australian Country Albums Chart and #4 on the National Albums Chart.

Showtunes Festival - Social Media Manager *May 2019 – Sept 2019*
Freelance – Artist Manager *Dec 2017 – July 2019*

Education & Development

- **die deutSCHule, Neukölln** - A2.1 Intensivkurs | July – September, 2024
- **University of Sydney – German, A102** | 2023
- **Advanced Diploma of Music Business, TAFE NSW** *Awarded Certificate of Excellence* | 2017
- **Guest Speaker** on music business and arts marketing (Sydney Conservatorium, Eastside Radio).

References

Marie Blobel	Festival director, Jazzexzess & jazzwerkstatt Peitz	mblobel@jazzexzess.de
Amy Curl	Executive Producer, SIMA	amygracecurl@gmail.com