



Vabyanti Endrojono-Ellis

Partnerships & Project Management in Emerging Tech

Favourite song right now: Elmiene, Damage Control



+447821879261



vaby@soulgirlcollective.com

Partnerships & project management professional with over 10 years of experience in start-ups, music and emerging technology. Proven expertise in cultivating key partnerships, revenue generation, developing innovation projects, and project managing complex projects.



Education

University of Oxford MPhil Economic Development (2:1) 2016 – 2018

Royal Holloway, University of London BSc Economics (1:1) 2012 – 2015



Professional Experience



Warner Music Group – Emerging Tech and AI Partnerships and Strategy
Senior Manager – AI Partnerships and Strategy

Feb 2024 – Present

AI Adoption and Activation Projects

- Identified third-party tools to improve workflow productivity, identified **Opus Clips, Topaz AI and Nano Banana to improve video editing workflows**, subsequently encouraged the business to adopt tools.
- Delivered “**Introduction to LLMs**” workshop to **600 staff members**, workshop covered: prompt engineering, avoiding hallucinations, use cases and limitations of LLMs; 20% of company attended workshops.
- **Built song pitching demo tool using N8N** to support label teams to pitch songs for artists at scale.

AI Education, Guidelines and Policy

- **Developed and launched the internal, company-wide AI Policy**, establishing clear guidelines for the ethical and secure use of AI. Spearheaded cross-functional alignment by collaborating with Cybersecurity, Privacy, Tech, and Legal teams to vet the policy, ensuring compliance and integration with existing corporate values.
- Strategised a formal **AI Champion program**, securing executive buy-in from the Head of AI; established a recurring governance framework to scale product adoption and surface high-value use cases.
- Supported the HR team to integrate AI usage in leadership training sessions.

AI Artist Partnership Projects (KSI, Warner Music Brazil, Noonouri)

- **Managed the go-to-market** and deployment of **Retrieval-based Voice Conversion models** for Warner Music’s artists, established partnership projects with [Cleber Augusto](#), and leading artists that can’t be named.
- Spearheaded a proof-of-concept of an AI video augmentation Comfy workflow. Secured buy-in from key internal and external stakeholders to test the workflow. Acted as the key liaison, translating partner needs into actionable product applications.

Flagship Technology Partnership (Spandau Ballet) – Project Manager

- Supported a **full-cycle £200,000 deal for complex 3D immersive experience**, from initial pitch and budget negotiation to final contract execution with multiple parties.
- Oversaw a first-of-its-kind immersive technology partnership at Warner, acting as the primary commercial and strategic liaison between high-profile stakeholders (artists, management) and technical/creative teams.
- Demonstrated clear ROI, resulting in 20,000 ticket sales within two weeks of launch, a 40% increase in client music streams, and **800M in media audience reach**.



Warner Music Group – New Business and Partnerships
Senior Manager – Business Development, Partnerships and Strategy

June 2021 – Feb 2024

Strategy & Account Management

- Spearheaded Warner Music Group’s gaming strategy, from market analysis and opportunity sizing to a successful internal pitch, **securing \$3 million in corporate funding to execute the vision**.



Vabyanti Endrojono-Ellis

Partnerships & Project Management in Emerging Tech



Professional Experience (continued)

- Managed a \$5M strategic partnership fund with Roblox, identifying and green-lighting high-ROI artist activations to drive platform engagement and new revenue streams.

High-Value Partnership & Sponsorship Deals

- Structured a complex three-party deal between WMG, Intuit, and Roblox for the Saweetie Superbowl activation, securing \$750,000 in sponsorship revenue and generating 6M in brand engagements.
- Supported the negotiation of a strategic development fund with Animoca Games, establishing a dedicated pipeline for WMG content within the Sandbox ecosystem.
- Sourced and closed a new revenue-share partnership with Hello There Games, structuring sync agreements that generated \$160,000 in a new revenue category for the business.

Venture and Ecosystem Development

- Contributed to the investment pipeline for strategic technology partners, from sourcing and origination (events, VC communities) to founder relationship management and initial vetting.
- Supported deal execution for \$1M in strategic investments (\$500k each in Move.AI and Infinite Canvas), authoring investment memos and pitching opportunities to internal committees.
- Negotiated key investment terms (board observer seats, service discounts, co-development rights) to maximize strategic value for WMG beyond the initial capital investment.



Guild LTD – Private Community App

2018 – 2020

Business Development Manager and Account Executive (SaaS)

- Deal sourcing:** Identified prospects, qualifying leads and managing companies' overall pipeline activity using Pipedrive. Leading sales and partnership meetings with FTSE 100 companies, CEOs, startups, charities and NGOs.
- Customer data tracking & analysis:** Developed a Customer Data Dashboard in Excel to track and analyse 20,000 customer data points. Data was used to update investors and track financial goals.
- Go-to-market:** Developed Guild's Go-to-Market Strategy, oversaw the successful implementation of the strategy by the sales department in meeting monthly targets. Sales strategy increased company YoY growth by 400%.
- Product development & customer journey optimisation:** Developed a data-driven product development system using customer feedback metrics.
- Deal Close:** Closed the business' most valuable deals, CIPD, Deloitte, Marketing Society, National Education Union.



Ventures



Soulgirl Collective

Feb 2024 – Present

Founder – Business Development, Partnerships and Marketing

Revenue Generation & Strategic Partnerships

- Sourced, negotiated, and closed a residency deal with Blues Kitchen, generating **£50,000 in revenue**.
- Developed and executed a sponsored lead generation event (Tunecore R&B Lunch) to build a pipeline of high-potential artist clients.
- Established and managed a weekly 'Coffee Chats' program with Warner Music Group, creating a relationship-building channel for emerging artists and executives.
- Co-led a strategic networking event with Pophouse (Bjorn Uvaelus' team) at SXSW.

NUNUDE

Nunude LTD

2016 – 2018

Co-founder – Business Development, Marketing & Strategy

Business Development – Marketing & Partnership Strategy:

- Grew social media following to 100,000 followers on Instagram in under a year.
- Established collaborations with key brands and artists such as: Afropunk, L'Oréal, Colourpop London, Nivea, Bryson Tiller, Kelly Rowland, Ella Mai.
- Secured £60,000 revenue in first 12 months of trading, realising profit of £20,000. Wholesaled to worldwide retailer Forever 21 (F21), secured two large bulk orders of £11k and £35k, maintained good relationships with buying team. Independently fulfilled all F21 orders, organised shipping, supply chain, sampling and delivery.
- Press: "Nunude changes the face of fashion" – Yahoo.