



Short Bio

Expert generalist and specialised advisor in Music, IP, Tech and AI with over a decade experience in law and strategic planning across the music industry and for entertainment platforms – alongside a focus on Copyright, Music, Data & Rights and Global Policies.

As former Head Counsel IP, Music & AI, scaled and lead the IP/Music & AI legal operations in EMEA and CEE for ByteDance – parent company to global social media phenomenon TikTok/ Douyin and the world's most valuable start-up.

Prior to ByteDance, played a leading role in the shift towards a pan-European digital music rights licensing management as part of the team that set up ICE – Europe's pioneering technology-led music licensing and the world's first integrated data processing and copyright administration hub.

For a version in Chinese please get in touch – mail@oernradloff.com