



Cheryl Braje

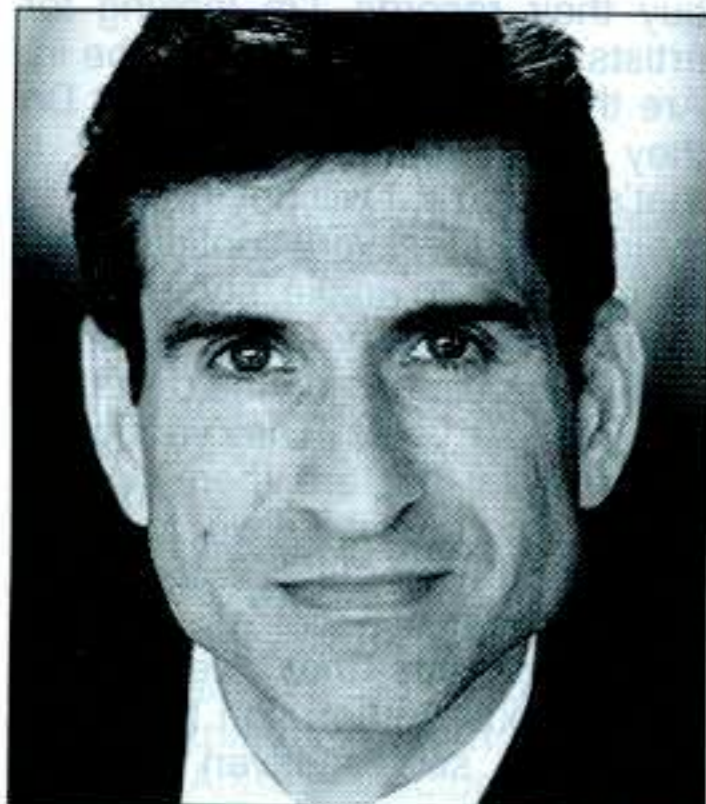
Island Def Jam Music Group has promoted **Cheryl Braje** to Senior Director of International Promotion. In her new post, Braje oversees international promotions, ensuring that IDJ's roster of top-selling artists are properly looked after during their overseas visits, and that they continue to have the best media opportunities available around the world. For additional information, call 212-333-8560.

music development and celebrity talent development. For more information, call 310-752-8075.



Sabrina Koerber

Music Video Distributors Inc. (MVD) has appointed **Sabrina Koerber** to the Art Director position. At her new location, Koerber is responsible for creating and overseeing all advertising designs, DVD cover art, and printed brochures and catalogs. For more information, call 800-888-0486 ext. 115.



Adam Friedman

Nederlander Concerts has appointed **Adam Friedman** to the post of Chief Executive Officer (CEO). In this newly created position, Friedman is responsible for the day-to-day management of the company and oversees general operations including the booking and promotion of live concert and special events, and management activities, at all Nederlander exclusively managed and promoted concert venues and third-party facilities nationwide. Additionally, Friedman has been mandated with overseeing the design and implementation of Nederlander's expansion into new markets, the creation of new events and ensuring that the company is an active participant in the development of new promotion, marketing and performance opportunities for artists such as the digital distribution of live concerts. For more information, call 213-639-6160.

VH1 has promoted **Michael Hirschorn** to Executive Vice President, Original Programming and Production. In his new role, Hirschorn oversees all current VH1 original programming and development for both the East and West coasts as well as



Dana West

Aviom Inc. has added **Dana West** as its new District Sales Manager for the company's Northeast U.S. territories. West has many years of sales and marketing experience in the pro audio industry. In addition to his sales management duties, West will conduct product training, seminars, as well as attend trade shows. For more information, call 631-659-2315 ext. 22.

Network LIVE has appointed **Michael Goldfine** Vice President of Production and Programming. In his new role, Goldfine oversees all creative development and production of Network LIVE programming, including music events, original programming, and comedy, ensuring the program translates across multiple digital distribution platforms such as internet, satellite radio, mobile, and TV. Additionally, Goldfine will hear pitches and develop talent, writers, and producers, as well as manage relationships with distribution and content partners for Network LIVE programming. For more information, call 323-933-3399 ext. 239.

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