

**Hello!**

# Introduction

- My name is Victoria Wiltshire and I am 50 years old
- I work for Songtradr which is an online music licensing marketplace connecting music rights holders and music buyers
- CXO (Chief Experience Officer)



Segué

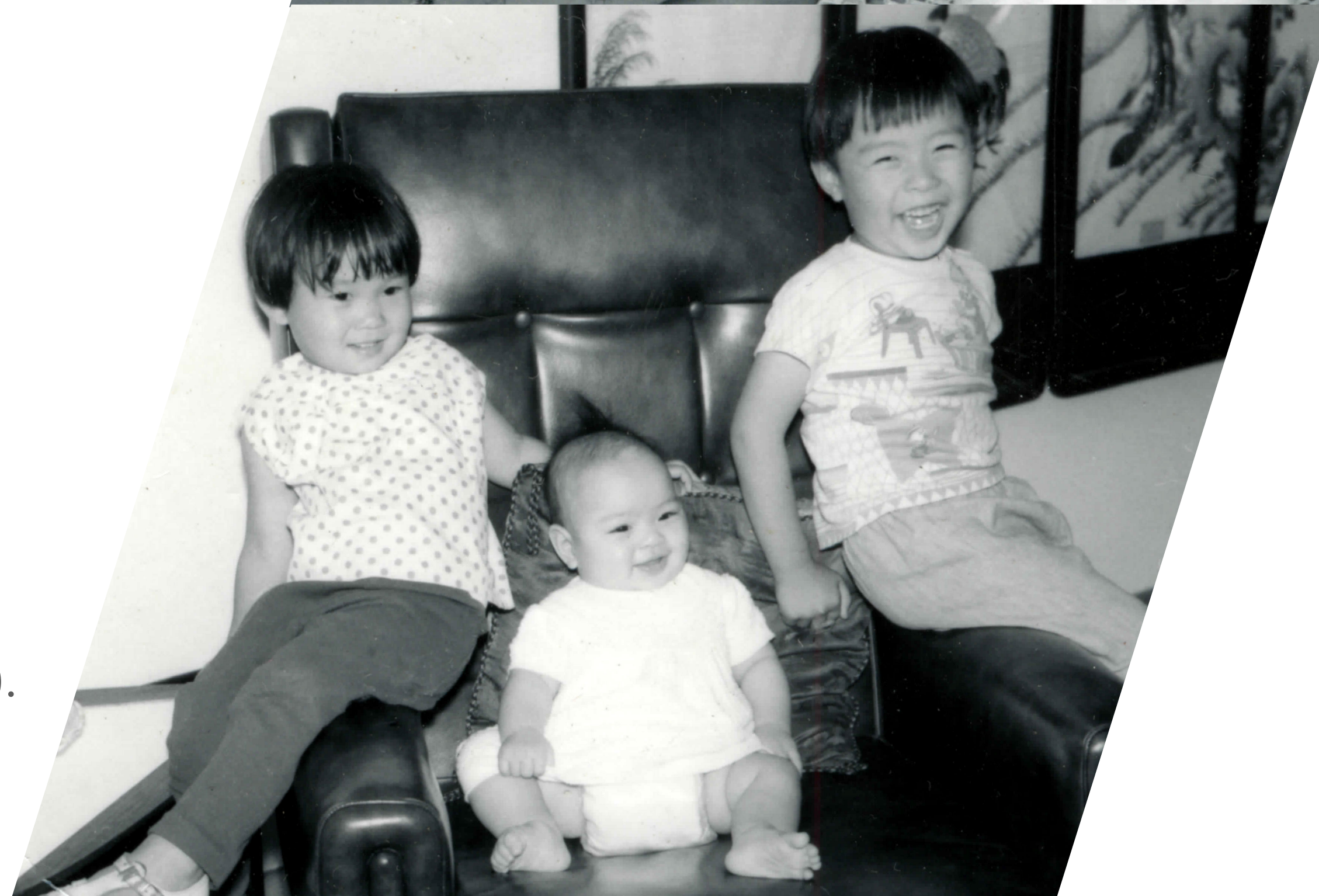
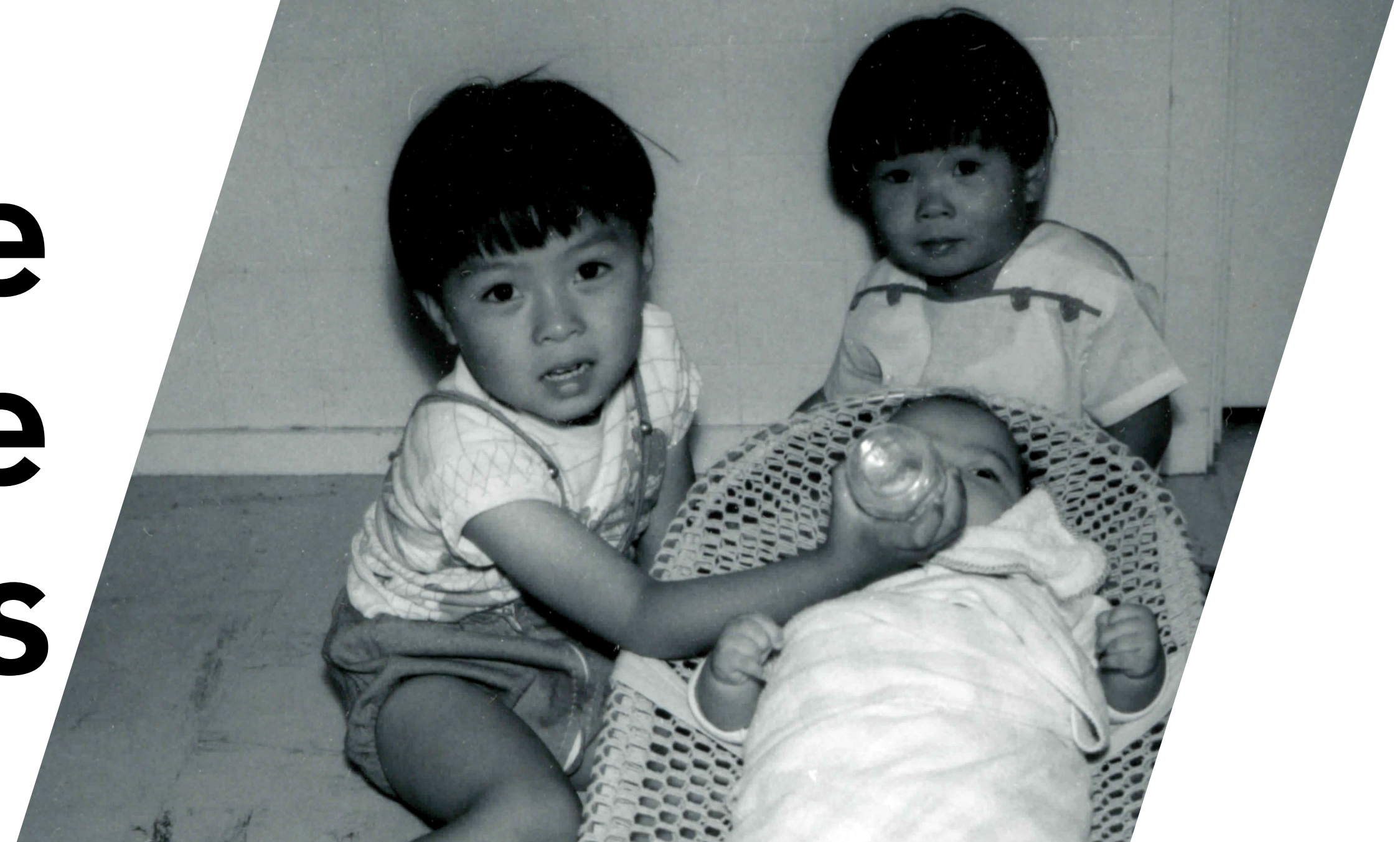


# The Single Digit Years



- Birthplace | Melbourne, Australia

This is a picture of me with my brother Stephen (4), sister Isabel (2), and Me (0 and a bit) in our Laverton home (17kms south west of Melbourne).



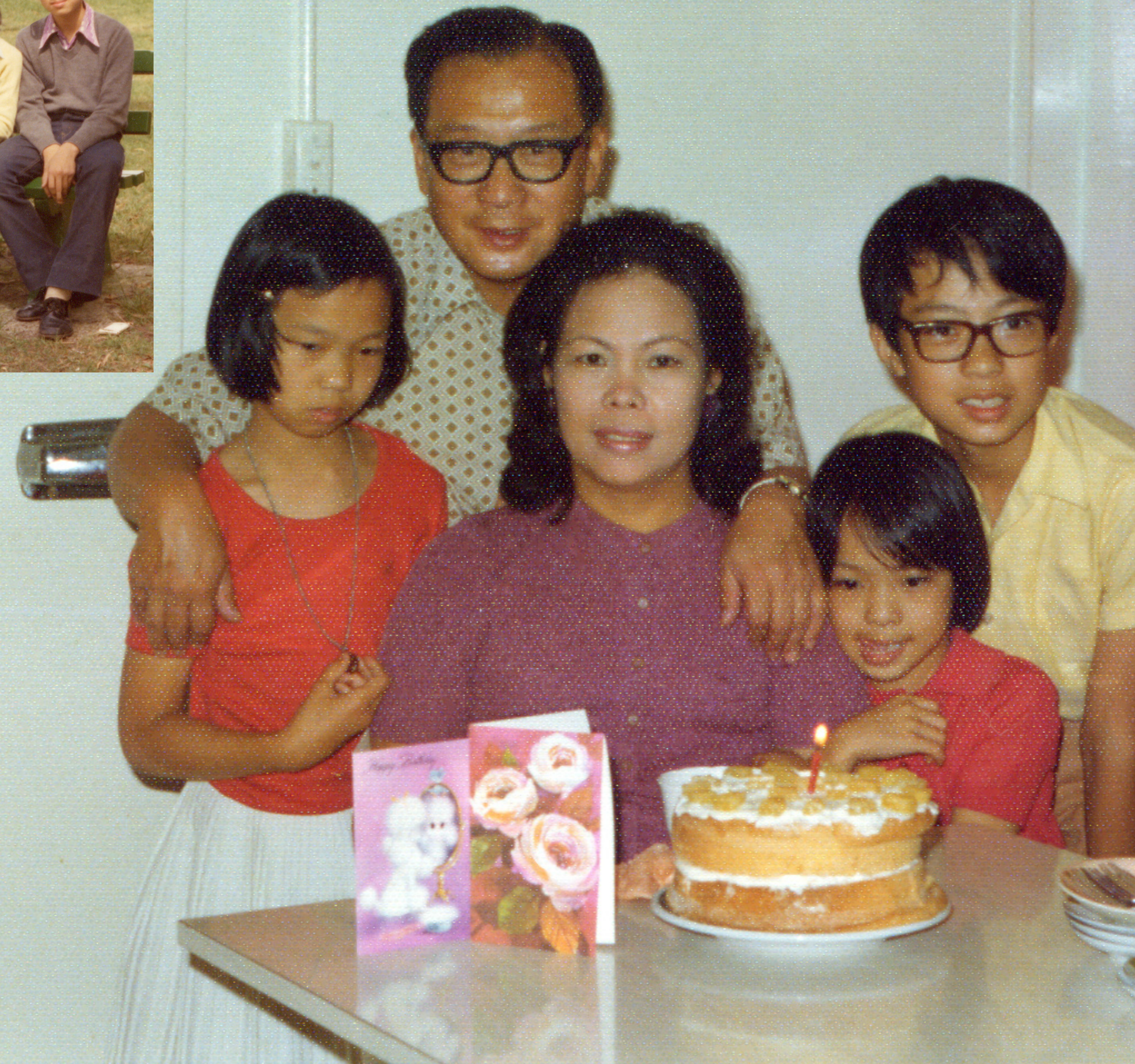


# The Early Years

Life revolved around our family businesses.

Even our birthdays were usually celebrated  
at work.

Inset: A rare family outing.





# A Childhood Of Work, Work & More Work

North Carlton cooking school (circa 1978)

In this picture, the students enjoy a traditional Winter meal called, "steam boat".

Inset: My parents hosting an event at their North Fitzroy restaurant (around 1980).





# My High School

Academy of Mary Immaculate

Fitzroy, Victoria, Australia







# The Awkward Years

Here is a picture of me in Year 9 (1983). We had moved once again to Preston.

Popular vs. Reclusive? Academic vs. Athletic?



# Experiences Are More Important Than Money

Chinese New Year celebrations in Chinatown. By now we we had moved house again to Ivanhoe.

Kung Fu demonstration

One of my all-time favorite things to do





# High School Jobs

While at high school:

Worked in the kitchen and waited tables in the family restaurant

Helped at the family cooking school

Played piano for vocal classes at the performing arts school

Worked shifts at a city cafe (Mel's)

Joined most performance activities



Rayton Sinclair



"In Saigon"  
PRODUCER: MIKE C



A.M.I In Concert

...on event the 1986 school  
Victoria Wu left the  
bound with her rend  
erate Lives". She also  
Maryanne Mercuri to si  
gle "Chain Reaction".  
re the girls who sang "E  
the Silvery Moon", nam  
laria, Chris, Mirella, i  
and their  
were...um...well...They  
us frequently through  
that this time would b  
that they did H.S.C.

Dancing also played



# William Angliss Institute

- Melbourne, Victoria, Australia
- We had moved to Malvern
  - Application
  - Admission
  - Execution





# Jobs During College

Waitress/Kitchen assistant

Duo - Bands

Acting, extra work

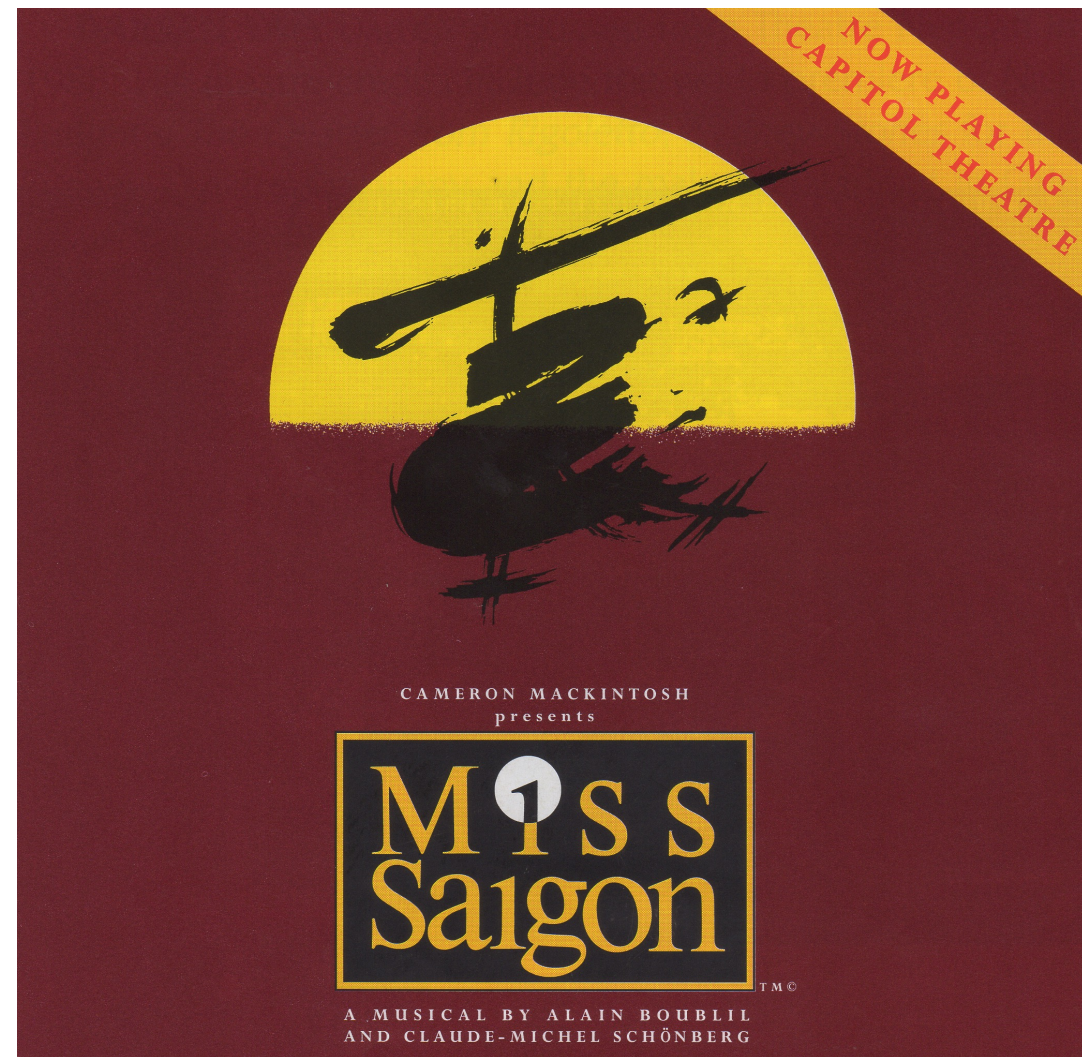
More moving: Burwood, Mt. Waverley (twice)



# Challenges During College

- Self-funded
- Trouble breaking free from family business
- Thirst for development as artist
- Lack of life and career guidance
- Ethnic background perceived as a disadvantage
- Desire to assimilate
- Conflict at home





# Getting A Job After College

- 1989 - 1991: Cover bands, Chevron Club Bistro, Regent Hotel, Radisson Hotel, Club One Hotel, Claremonts Fine Catering, Merrill Lynch
- 1990 - 1994: Goddess, Culture Shock
- 1993 & 1995 - 1996: Australian Madonna Show
- 1998: Marmalade
- 2000: Soulchild
- Film & TV work throughout
- Family restaurant throughout



**"Satisfy the Groove" Culture Shock**

# The Pitching Process



- Write and produce demo, pitch to label/manager/artist
- Co-write with artist, work up demo, pitch to label/manager/artist
- Negotiate production process
- Negotiate terms



# Song Breakdown



- The beat - lyrics - chords
- + bass
- + clean guitars
- + elec guitars
- + mallet, perc, cymbals, strings, fx (almost instrumental)
- + backing vocals (TV mix)
- + lead vocal (demo mix)

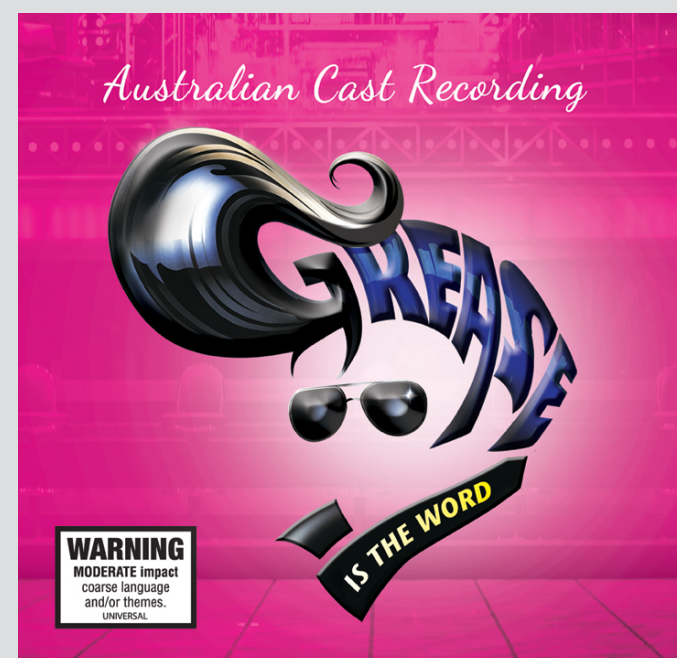
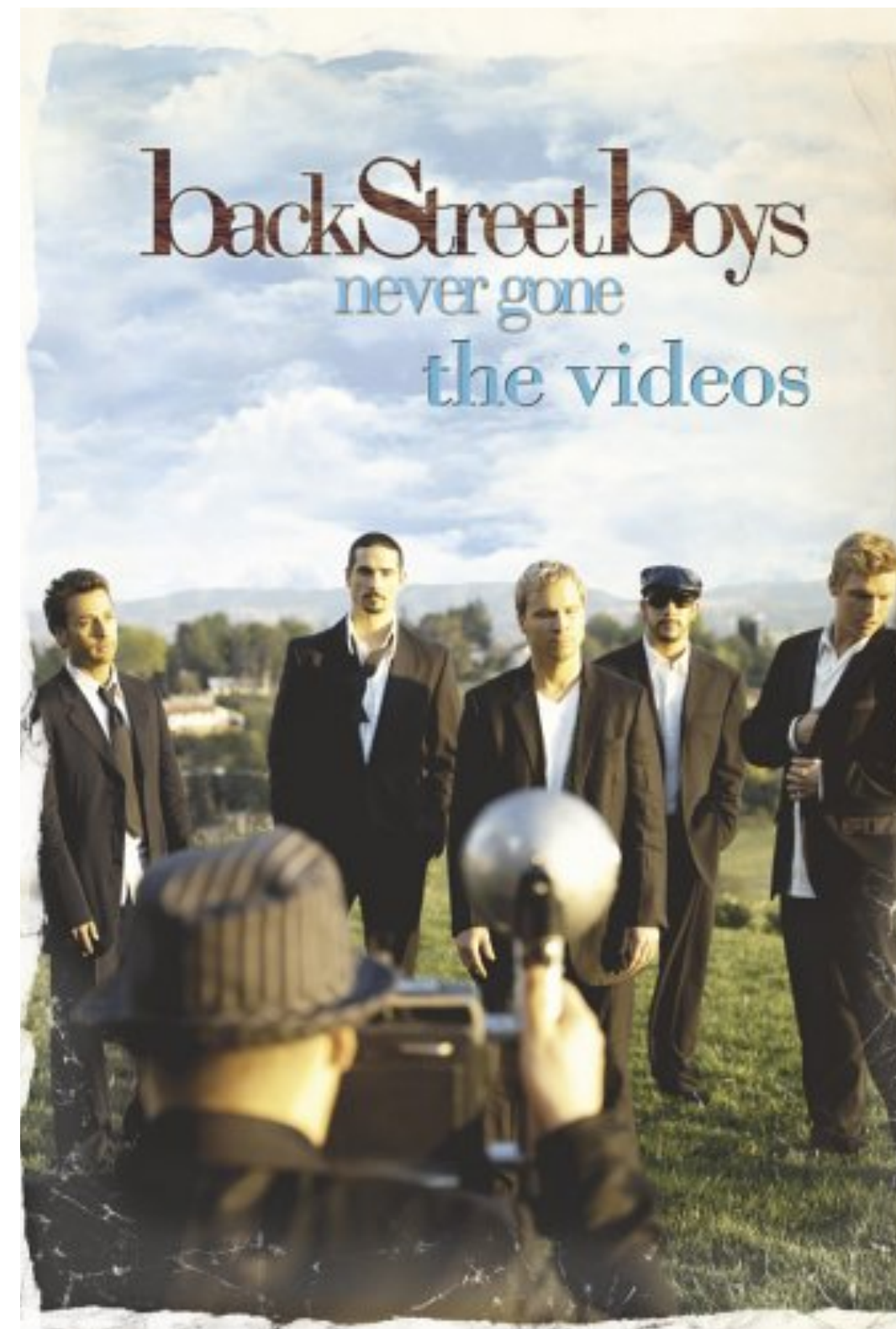
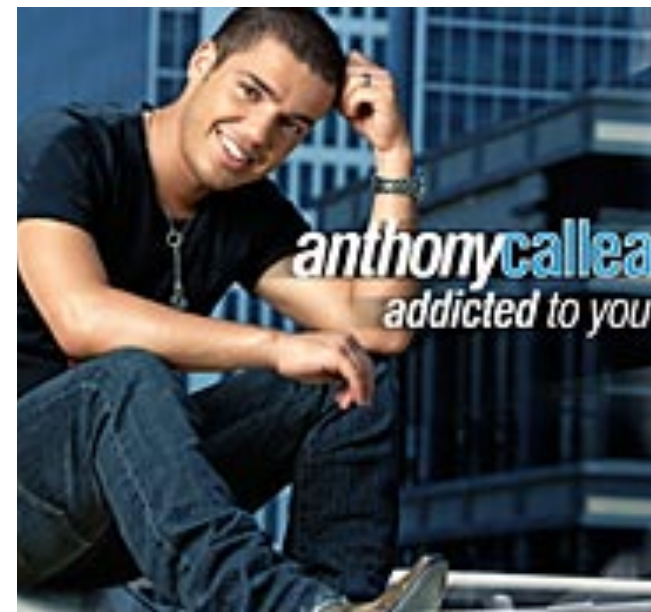
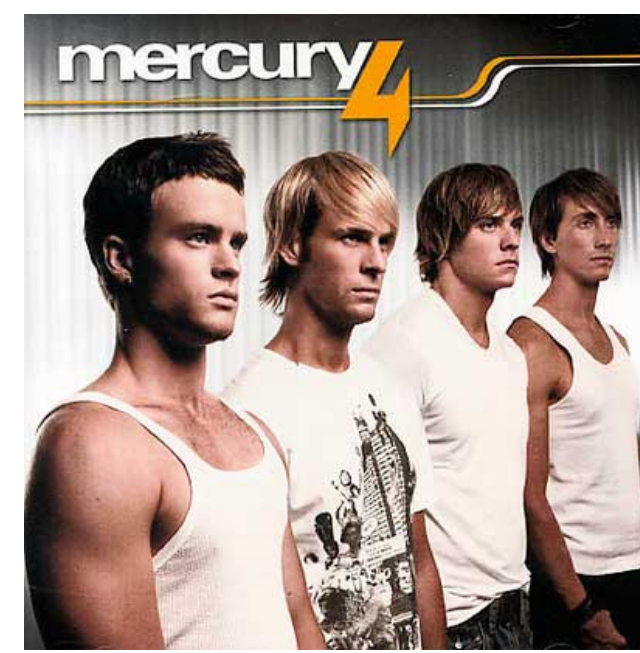
# The Songwriting Process

- The final mix

**"My Beautiful Woman"** (link to live video)



# Songwriting & Music Production





# My Company



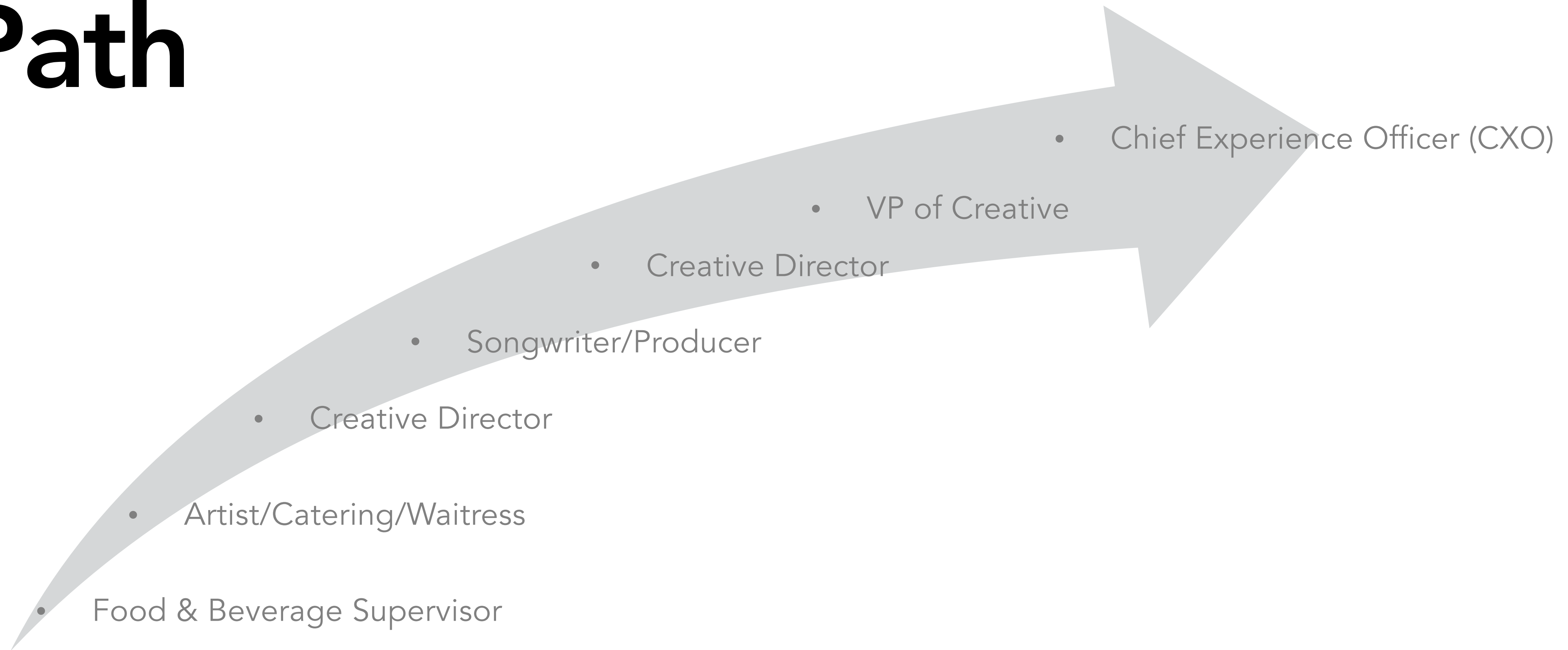
- Music licensing marketplace which connects artists with music buyers
- US office, Santa Monica | UK office, London
- Artists | composers, songwriters, bands, producers
- Buyers | film & tv, brands, agencies, trailer houses, independent filmmakers, youtubers, videographers, film students
- Artist journey | upload files, connect rights holders, metadata, profile, playlists, submit
- Buyer journey | micro-licensing or organic licensing vs. offline licensing



**Guess The Sound**

**"Featured Placements" Songtradr**

# My Career Path



# My Career

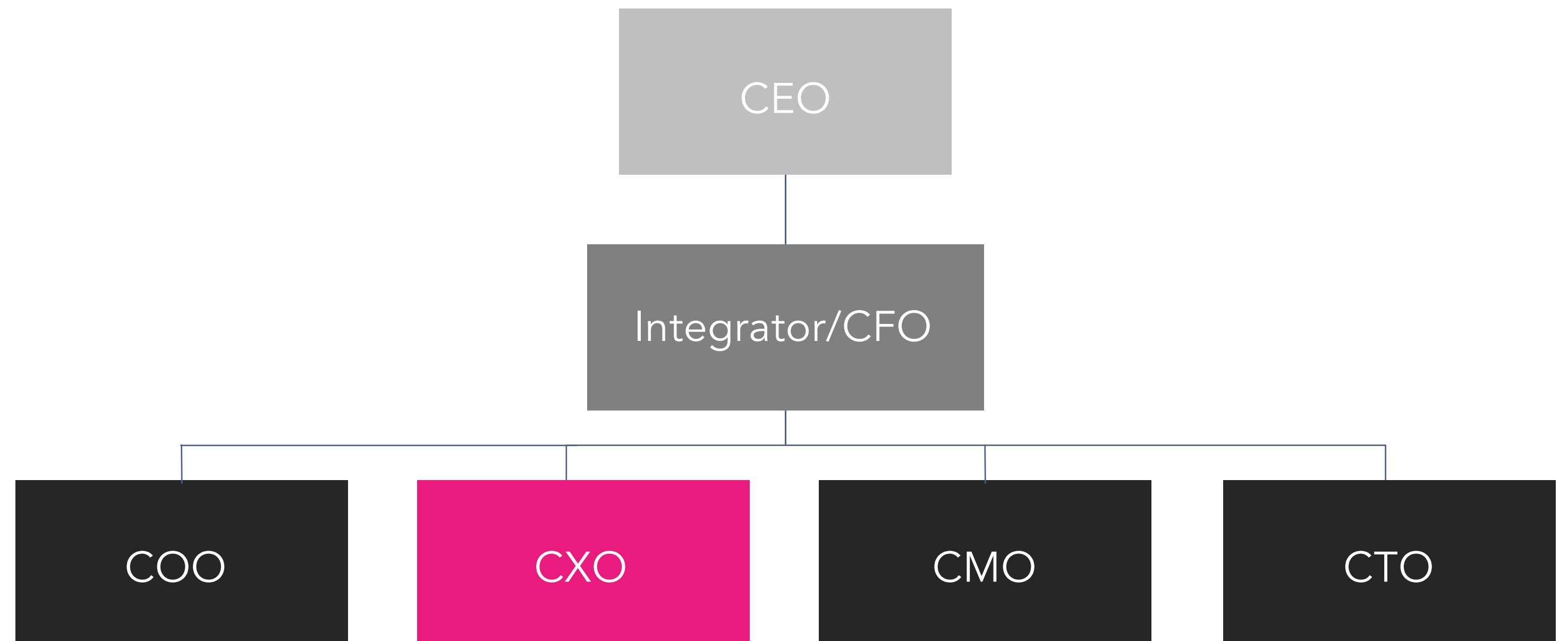
- First job after college | F&B Supervisor (apply, interview, training, start)
- Worst job | F&B Supervisor (breakfast shift)
- Challenges |
  - Entitlement from family businesses does not translate well into workplace
  - Worked hard but did not learn the value of studying to do things properly until decades later
  - Lack of understanding and empathy for colleagues
  - Poor self-confidence
  - True empowerment comes from discipline, processes, commitment, constant learning, no ego



# My Role In The Organization

The CXO is responsible for the holistic experience of a company, whether consumer-facing or internal.

- Copywriting/Proofing
- Interviews (blog and positions)
- Graphic Design
- Video Editing
- Level 10 Meetings
- Departmental Meetings
- Locking down/training on processes
- Ensuring targets/rocks are met





# What I Do For Fun

- Dining out with my family | great food, great wine, great service, comfort
- Host dinners
- Sing
- Watching movies | home, family movie night, ipic
- Holidays with my family
- Play with the cats





# Advice To Self

- Opportunities to do and be better are everywhere.
- Keep an open mind.
- Stop judging. Start reflecting. You can't control how others behave. Change yourself to change others.
- If you have a desire to do something and fear is the only reason not to, is that good enough?
- Recognize your own b.s. Often the truth stings. Instead of lashing out, listen and ask how things can be done better.
- Don't be afraid to ask questions and look like a fool if you're learning.



# Q & A





**Thank You!**



**DIFFICULT  
ROADS  
LEAD TO  
BEAUTIFUL  
DESTINATIONS**