



## INTERNATIONAL SOLUTIONS LAUNCHES MUSIC SERVICES AUSTRALIA AND NEW ZEALAND

**TUESDAY JULY 7, 2015 - INTERNATIONAL SOLUTIONS (IS)** is proud to announce the launch of their international music marketing and promotions services in Australia and New Zealand with the appointment of **Victoria Ciesiolka** as Territory Manager.

**Founder and CIO Paolo d'Alessandro** commented *"I am thrilled to be able to extend our international music services business into Australia and New Zealand. After London, Amsterdam and New York adding Melbourne to our set up allows us to focus our attention on some of the absolutely incredible music coming from Australian and New Zealand artists and help them establish an international foothold outside of their home market. Conversely, we now bring a domestic Australian team to our existing and future clients, with boots on the ground and a very strong local in-house promotion expertise. I am particularly delighted to have Victoria on board, with her vast experience, passion for music and knowledge of the market I know we have taken a solid first step towards the development of our Australian base.*

Case in point, the first client for the newly created IS Australian office is US rock band COHEED AND CAMBRIA. **INTERNATIONAL SOLUTIONS** has recently inked a deal with the Lyor Cohen owned US label 300 Entertainment (distributed by ADA/Warner) to manage the international marketing and promotion campaign ex US of the brand new single and eighth studio album of Coheed and Cambria, for which IS will also provide in-house promotion in Australia.

**Victoria Ciesiolka** has built a career in the entertainment industry spanning nearly two decades with extensive label experience both in Australia and internationally whilst working with artists including Green Day, My Chemical Romance, The Wombats, Foals, Muse, Rob Thomas, Biffy Clyro and many more. Victoria launched Alpha Entertainment in 2011, an independent firm specialising in PR, marketing, artist development and strategic consultancy and whose roster includes high profile clients such as Live Nation, Soundwave Festival and Beyond The Valley Festival and continues to maintain a proven track record with the successful execution of national PR and Marketing strategies for independent artist including The Stiffy's, Ivan Ooze, Vaudeville Smash, Bec Laughton and many more.

*"I'm hugely excited to accept the role of Territory Manager for International Solutions. The opportunity to work extensively with someone as experienced as Paolo and his team, not only across international strategies for our domestic artists but in addition, providing on the ground promotions and marketing strategies for a wealth of international talent in this market was an opportunity that was impossible to resist".* – **Victoria Ciesiolka**

*About International Solutions:* With a team of senior staff on the ground in London (UK), Amsterdam (NL), New York (US) and now Melbourne, **INTERNATIONAL SOLUTIONS** offers marketing & promotion services to artists and labels.. **INTERNATIONAL SOLUTIONS** implements and manages press, radio, online and TV/video campaigns for album releases, singles& international tours through their centrally coordinated in-house international team and by managing a large network of local promotion teams on the ground in each territory.

*The company provides the following services*

- Multi-territory Single and Album Press, Radio, Online, TV and Video Promotions
- Multi-territory Tour Press and Promotion
- Multi-territory marketing planning and budgeting, execution and media buy
- International Project Management
- International Label Representation
- International Management Representation

Official website: <http://www.isolmusic.com/>

Client roster and resources pages: <http://www.isolmusic.com/clients>

Testimonials: <http://www.isolmusic.com/testimonials>

For all Media Enquiries | [contact@isolmusic.com](mailto:contact@isolmusic.com)