

# NOKIA

## **Jake Larsen** **Head of Music, Nokia Middle East and Africa**

As Head of Music for the Middle East and Africa for leading Finnish solutions company, Nokia, Jake Larsen directs all activities related to the execution of Nokia's music strategy across the region.

Jake joined Nokia from a music industry background which included tenure in retail, label management and service on the board of the Association of Independent Record Labels, after starting his career through the establishment of a music events and concert promotion business.

Jake has an affinity for design which extends to architecture, cars, food and furniture.



**Jake Larsen - Head of Music, Middle East and Africa, Nokia**