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# Billboard

## ARRIVING:

# 30 TOP EXECUTIVES UNDER 30

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# 30 Under Thirty

## Tanisha Scott

Choreographer/dancer, Bloc Agency

Tanisha Scott, 28, has got some moves. The choreographer/dancer began her career in 2001, when she joined singer Mya's tour as a backup dancer. Later, director Little X, a childhood friend and fellow Canadian, summoned her to appear in some of his videos, which led to her first choreography gig for reggae artist Sean Paul. "That's what jump-started everything," Scott says. After working on Paul's "Give Me the Light" clip, Scott was hired to choreograph Beyoncé's "Baby Boy" and to work alongside the Pussycat Dolls. Since, Scott's created dance routines for Nas, Jay-Z and Alicia Keys, including stage-managing Keys' latest *As I Am* tour. She is currently working with Ludacris and Eve, among others.



## Anthony Volodkin

Founder, Hype Machine

One of today's most groundbreaking online music services was created by, and for some time operated by, just one man: Anthony Volodkin. In 2005, when he was all of 19, Volodkin created Hype Machine, a real-time index of music streaming on more than 600 MP3 blogs at any time. With music blogs overtaking professional critics as the primary source of music recommendation, Hype Machine is emerging as a juggernaut of growing influence. What's more, the now-22-year-old Russian immigrant focused on monetizing music from the start, providing "buy" links to first iTunes, then Amazon. Volodkin now has a few friends helping him with the site, which has spawned imitators and interested investors.



## Alaina Vehec

Manager of mobile marketing and sales, Sony BMG Nashville

Alaina Vehec, 27, came to Nashville by way of New York, where she had interned with Arista Records before joining RCA Music Group, then parent Sony BMG, in its global digital business group. When Sony BMG Nashville decided to bring mobile marketing and sales in-house, it hired Vehec, a lifelong country music fan, who moved to Music City in 2006. Despite the mobile industry's perception, Vehec says country can sell via mobile platforms. "It's basically the only genre in mobile that's on the increase," she says. "If you hand something to our consumer, they'll buy it. It's finding the easiest way to get them something."