# UTA strengthens London music division with Emily Thorpe-Jones hire amid office expansion



UTA’s London office continues its expansion and strategic growth with the recent appointment of Emily Thorpe-Jones as the head of corporate and private events within its music division. Thorpe-Jones will collaborate closely with UTA’s agents, managers, and artists to develop strategic brand, commercial, and private sector opportunities across the UK, Europe, and internationally. Her role involves working alongside UTA London’s music brand partnerships division, led by Anna Gregorek and Irene Agbontaen, and the music crossover team led by Lucy Pullin. UTA’s music roster is extensive and includes global stars such as Burna Boy, Tyla, Sombr, Bad Bunny, Take That, Lizzo, and Zayn.

Thorpe-Jones joins UTA from Various Artists Management, where she was the global head of brand and corporate. She developed commercial strategies for artists including Melanie C, Tom Grennan, the Libertines, and Rose Gray, and forged collaborations with major brands like Formula 1, Chanel, Aston Martin, Lacoste, The Body Shop, Diageo, and Volvic. Her experience is poised to bolster UTA’s ability to integrate music talent with brand partnerships and strategic commercial ventures.

This latest hire forms part of a wider development plan for UTA’s London office, which recently celebrated the opening of its new 28,000-square-foot space at 1 Newman Street, situated at the intersection of Fitzrovia and Soho. The office hosts around 100 staff and consolidates multiple divisions, including music, brand partnerships, audio, comedy, digital, entertainment, and production arts. The location is strategically positioned near the Curtis Brown Group, a prominent UK talent and literary agency that became part of UTA in 2022. UTA marked the opening of this modern office with a gala event attended by clients and industry leaders, signalling the company’s strong commitment to the UK market.

UTA’s London presence has been steadily enhanced over recent years, with previous hires such as Sophie Roberts joining as a music agent to support global touring efforts and expand UTA’s UK-based operations. The agency’s approach includes building a robust network and infrastructure to serve its diverse range of artists and clients effectively.

Alongside UTA’s moves, the wider music and entertainment industry has seen significant staff appointments and promotions, reflecting ongoing dynamism. For instance, the Country Music Association (CMA) recently announced a series of promotions and hires to strengthen their business strategy, social media, and international relations capabilities. Meanwhile, Dynamic Talent International, an entertainment agency with offices in the US, UK, and Poland, hired three new agents, including the experienced Chris Swartz, expanding its reach across music, sports, and media sectors.

Overall, UTA’s strategic hires and the investment in its London office underpin its ambition to enhance its foothold in the European music market and globally, leveraging its diverse artist roster and deepening collaborations across commercial and brand sectors. This focus on combining talent representation with brand partnerships and crossover opportunities aligns with evolving industry trends, which increasingly value multifaceted revenue streams and broader market engagement.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.iqmagazine.com/tag/dynamic-talent/), [[2]](https://www.iqmagazine.com/2025/08/movers-shakers-uta-pophouse-cma-glp/)
* Paragraph 2 – [[1]](https://www.iqmagazine.com/tag/dynamic-talent/), [[2]](https://www.iqmagazine.com/2025/08/movers-shakers-uta-pophouse-cma-glp/)
* Paragraph 3 – [[1]](https://www.iqmagazine.com/tag/dynamic-talent/), [[3]](https://www.musicweek.com/live/read/uta-opens-new-london-office-following-music-week-awards-victory/088059), [[4]](https://www.iq-mag.net/2023/06/uta-hosts-gala-opening-for-new-london-office/), [[5]](https://news.pollstar.com/2023/08/08/all-set-for-the-future-inside-utas-new-london-office/)
* Paragraph 4 – [[1]](https://www.iqmagazine.com/tag/dynamic-talent/), [[6]](https://news.pollstar.com/2020/03/12/uta-announces-four-new-hires-in-the-uk/)
* Paragraph 5 – [[1]](https://www.iqmagazine.com/tag/dynamic-talent/)
* Paragraph 6 – [[1]](https://www.iqmagazine.com/tag/dynamic-talent/), [[2]](https://www.iqmagazine.com/2025/08/movers-shakers-uta-pophouse-cma-glp/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.iqmagazine.com/tag/dynamic-talent/> - Please view link - unable to able to access data
2. <https://www.iqmagazine.com/2025/08/movers-shakers-uta-pophouse-cma-glp/> - This article from IQ Magazine discusses recent developments in the live music industry, including UTA's London office hiring Emily Thorpe-Jones to lead corporate and private events for its music division. Thorpe-Jones will collaborate with UTA's agents, managers, and artists to develop strategic brand, commercial, and private sector opportunities across the UK, Europe, and globally. She will work closely with UTA London's music brand partnerships division and the music crossover team, handling a roster that includes artists like Burna Boy, Tyla, Sombr, Bad Bunny, Take That, Lizzo, and Zayn. Prior to joining UTA, Thorpe-Jones was the global head of brand and corporate at Various Artists Management, where she worked on commercial strategies for artists such as Melanie C, Tom Grennan, the Libertines, and Rose Gray, collaborating with brands like Formula 1, Chanel, Aston Martin, Lacoste, The Body Shop, Diageo, and Volvic. ([iqmagazine.com](https://www.iqmagazine.com/2025/08/movers-shakers-uta-pophouse-cma-glp/?utm_source=openai))
3. <https://www.musicweek.com/live/read/uta-opens-new-london-office-following-music-week-awards-victory/088059> - Music Week reports that UTA has opened a new London office in the heart of the capital's entertainment district. The 28,000-square-foot space occupies two floors at 1 Newman Street W1, at the intersection of Fitzrovia and Soho. The London office, home to around 100 staff, will continue to be co-led by top music agents Neil Warnock and Obi Asika. The company marked the occasion with a gala opening event attended by clients and industry leaders. ([musicweek.com](https://www.musicweek.com/live/read/uta-opens-new-london-office-following-music-week-awards-victory/088059?utm_source=openai))
4. <https://www.iq-mag.net/2023/06/uta-hosts-gala-opening-for-new-london-office/> - IQ Magazine reports that UTA marked the opening of its new London office with a gala event attended by clients and industry leaders. The 28,000-square-foot space occupies two floors at One Newman Street W1, at the intersection of Fitzrovia and Soho. The site houses the company’s music department and other divisions and is close to Cunard House, the new home of UK talent and literary agency, Curtis Brown Group, which became part of UTA last year. ([iq-mag.net](https://www.iq-mag.net/2023/06/uta-hosts-gala-opening-for-new-london-office/?utm_source=openai))
5. <https://news.pollstar.com/2023/08/08/all-set-for-the-future-inside-utas-new-london-office/> - Pollstar News provides an inside look at UTA's new London office, located at 1 Newman Street in the heart of the capital. The office offers a contemporary setup designed for future development, housing various departments including music, brand partnerships, audio, comedy, digital, entertainment, and production arts. The space also accommodates MediaLink, the management consultant firm acquired by UTA in 2021, and is close to literary and talent agency Curtis Brown Group, acquired in 2022. ([news.pollstar.com](https://news.pollstar.com/2023/08/08/all-set-for-the-future-inside-utas-new-london-office/?utm_source=openai))
6. <https://news.pollstar.com/2020/03/12/uta-announces-four-new-hires-in-the-uk/> - Pollstar News reports that UTA has announced four new hires in its London office. Sophie Roberts joins as a music agent, reporting directly to Neil Warnock MBE, UTA’s Head of Global Touring. Roberts previously worked as an agent at 13 Artists in Brighton, England, where she worked on tours for clients such as Radiohead, Arctic Monkeys, Bloc Party, Blossoms, These New Puritans, Interpol, and Gaz Coombes. She also developed a diverse roster of clients including The Amazons, Juniore, Bailen, Teeks, WOOZE, and Pip Blom. ([news.pollstar.com](https://news.pollstar.com/2020/03/12/uta-announces-four-new-hires-in-the-uk/?utm_source=openai))
7. <https://www.iq-mag.net/2016/07/uta-makes-two-new-hires-13-promotions/> - IQ Magazine reports that UTA has made two new hires and promoted 13 junior employees to full agents. Mary Petro, formerly of Columbia Artists Management, and Ryan Soroka, co-founder of the boutique Soroka Agency, both join UTA’s New York office. Soroka brings acts including Against the Current, Flor, Our Last Night, Hands Like Houses, and David Garibaldi, and will work in UTA’s clubs division. Petro will be part of the adult contemporary/performing artists centres division. The promotions include Ryan Edmundson, Joe Fucigna, and Parrish McKittrick in New York, Emilio Grijalva, Zach Hyde, Chad Lehner, Darius Sabet, and David Winther in Los Angeles, JD McCorkle in Nashville, Sarah Chipon, Stefanie Purificati, and Rob Thornton in Toronto, and Alice Hogg in London. ([iq-mag.net](https://www.iq-mag.net/2016/07/uta-makes-two-new-hires-13-promotions/?utm_source=openai))