

# Julie Adenuga

Presenter | Interviewer | Creator

With a career spanning over a decade, Julie Adenuga is among Britain's leading interviewers, creative entrepreneurs and an influential voice on music and culture at home and across the diaspora.

Julie's journey to becoming one of the most trusted figures in the industry began with community radio and was confirmed when Apple Music sought her out to anchor their new station, Apple Music 1 (formally known as Beats 1), in 2015.

Her appeal across generations made her the choice for the UK launch of MTV's *Catfish*, and her continued influence has made her a natural fit for collaborative work with Nike, eBay, VICE, ITV and more, looking to tap into her global reach and reputation for innovation, creativity and authenticity.

With a finely tuned ear for talent and musical legacy, Julie has leveraged her knowledge and expansive community of followers and peers into the event space as the curator of **Don't @ Me**, a live music event dedicated to celebrating the best of British talent with headliners including WSTRN, Mahalia and collaborative specials with Netflix's *Topboy*, and Oscar winner Daniel Kaluuya.

Today, Julie continues to be renowned for her distinctive interview style, which pairs curiosity, humour and empathy with probing questions, making her one of the most captivating presenters. She is the go-to name for red-carpet coverage or exclusive in-depth conversations with highly elusive megastars, all a testament to her reputation as a

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trusted and respected conversationalist. Her interviews with the likes of Megan Thee Stallion, Sam Smith, Wizkid and more have provided headline-making talking points and continue to hold their replay value.

As a creative entrepreneur, Julie is the engine behind the creative house **Don't Trust The Internet**, which she founded and has produced **Julie's Top 5**, the highly competitive digital series where no subject is above arguing about and presently has its audience of 1.5 million, built from the ground up. Her latest creative output, **Work in Progress**, a hybrid documentary and interview series, gives fans a rare glimpse into her interview process with some of the most culturally relevant figures from all over the globe.

Julie is a natural hair ambassador and early investor in one of the most exciting Black-owned hair start-ups, Ruka Hair, paving the way for her next act as a beauty entrepreneur as she continues to expand her reach across industries and leave her mark on the creative landscape.

[Website](#)

Written by Ade Onibada, 2023