

Hello, I'm

Mr Boogie (Soulsa)

DJ, PROMOTER,
EVENTS MANAGER &
CONTENT CREATOR



Soulsa® Services & Productions Ltd (or Soulsa® for short) is a music events promotion and management company I've been running on a part-time/freelance basis since 2005.

As a professional DJ for hire and a music obsessive, I strive to structure sets that appeal to both the discerning listener and the dancefloor reveller. My repertoire consists of (but is not limited to) Latin, jazz, funk, soul, disco, Afro grooves, tropical beats and deep house. Having been raised on a delectable diet of 80s and 90s rock, pop, hip-hop and r&b, I occasionally like to throw in a modicum of that in the mix when and if appropriate.

I've featured at various high-profile UK events including the London Jazz Festival, the English FA Cup Final, the NFL at Wembley Stadium, BST Hyde Park Festival annually since 2017 and All Points East Festival. Besides holding monthly residencies at The Stratford Hotel and Brilliant Corners in London, I also perform periodically in New York at venues such as Ace Hotel Brooklyn, BierWax and Eavesdrop. In May 2026, I launched the Grass Roots Jazz Festival in support of London-based young and emerging artists.

The full list of bespoke services I provide includes: DJ services, venue and artist sourcing, event and festival programming, promotion and management, copywriting, content creation, social media engagement and music PR.

The Conduit, Swingers Crazy Golf, Freestyle Records, Schema Records, Colemine Records, Smirnoff, Sol Beer, Havana Club and Bacardi are just a selection of UK and international clients and brands I've had the pleasure of delivering for over the years.



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