

ELECTRONIC PRESS KIT



Sam Chief-Ouh

*Where Powerful Vocals
Meet Acoustic Groove,
African Rock & Ivorian Soul!*

 World Classics Reimagined in Baoule

ARTIST PROFILE

✨ ABOUT SAM CHIEF-OUH (The Chief)

The Chief is a UK-based Ivorian singer-songwriter, guitarist and producer whose powerful vocals and distinctive fusion of **Acoustic Groove, African Rock and Ivorian Soul** create a sound that is both authentic and unforgettable.

Raised in Côte d'Ivoire by his uncle, the village chief—a title that would later inspire his stage name—The Chief discovered music through the traditional Baoulé musicians whose songs and handmade guitars shaped his earliest musical influences. As a child, he crafted his own instruments from boxes and string, laying the foundation for a lifelong passion for music, storytelling and cultural expression.

Performing professionally since 1988, first across Côte d'Ivoire and later in the United Kingdom, The Chief has built a rich catalogue of original songs exploring themes of faith, hope, resilience, purpose and everyday life. His music combines heartfelt songwriting with expressive vocals and accomplished musicianship, creating performances that are both intimate and deeply engaging.

Alongside his original repertoire, The Chief has developed a distinctive artistic signature through **World Classics Reimagined in Baoulé**—breathing new life into internationally loved songs by performing them in his native language. This unique concept celebrates African culture while creating an emotional connection with audiences of every background, offering familiar music through a fresh and culturally rich perspective.

Whether performing at festivals, churches, concerts, community events or private functions, The Chief delivers authentic, high-energy performances that transcend language and bring people together through the universal power of music.

An accomplished guitarist, pianist and producer, and a proud father of eight, The Chief continues to create music that inspires, uplifts and builds bridges across cultures and generations. With a voice that is instantly recognisable and a performance style unlike any other, he is steadily establishing himself as one of the UK's most distinctive African live artists.

✨ ARTIST POSITIONING

Why The Chief?

The Chief offers a rare and compelling musical experience where Acoustic Groove, African Rock and Ivorian Soul come together through powerful vocals, masterful musicianship and authentic storytelling.

- A distinctive musical identity rooted in African heritage while blending acoustic, rock and soul influences.
- World Classics Reimagined in Baoulé—a unique concept that transforms internationally loved songs into fresh, culturally rich performances.
- Original songs inspired by faith, hope, purpose, resilience and the realities of everyday life.
- More than three decades of live performance experience across Côte d'Ivoire and the United Kingdom.
- Powerful live performances built around expressive vocals, acoustic guitar and genuine audience connection.
- A multilingual repertoire performed in Baoulé, French and English, connecting audiences across cultures and generations.
- An authentic artist with a remarkable journey, bringing wisdom, conviction and cultural richness to every performance.

🎵 MUSIC

Apple Music

YouTube

Amazon

Spotify

Selected Tracks

- **N'Notie:**

<https://youtu.be/ybJsFItcDcQ?si=gw8HbGiJSJwDOXVK>

- **Forever More:**

https://youtu.be/j8_FJVBXHOxM?si=P-h3j9NB6Ypivd6g

- **Jésus est Ressuscité:**

<https://youtu.be/coCKsNPPsIk?si=zPgOqIO2eGRADMqW>

🎥 VIDEO Recommended - Live acoustic performance

- **Nementashen, South London:**



https://youtu.be/ZrjigZER9mA?si=dzJhvKtO-vj_uuUE

<https://youtube.com/shorts/DLyHE0pgCZs?feature=share>

<https://youtube.com/shorts/ZrjigZER9mA?feature=share>

- **North London Tavern:**

<https://youtu.be/YbMEadm1SZQ?si=XefXheTVIboyLbHQ>

- **An Emotional Comeback After 10 Years - Live Highlights:**

<https://youtu.be/mBcNCqj0I2g?si=ovllkJoxK0t-OhaN>

✨ WHAT MAKES THE CHIEF STAND OUT

In today's crowded music landscape, The Chief offers something genuinely distinctive. By combining powerful vocals, acoustic musicianship and African storytelling, he creates performances that are both deeply personal and universally engaging.

His signature concept—World Classics Reimagined in Baoulé—breathes new life into internationally loved songs, introducing audiences to the richness of his native language while creating an emotional connection that transcends culture and generations.

Alongside these reimagined classics, The Chief performs a catalogue of original songs inspired by faith, hope, purpose and everyday life, creating a performance that is both culturally rich and emotionally authentic.

Performance Experience

Every performance is:

- Powerful and emotionally engaging
- Culturally rich and authentic
- Intimate, yet full of energy
- Uplifting, memorable and deeply human

More than a concert, The Chief delivers an experience that brings people together through music, storytelling and genuine human connection.

Performance Formats

- Acoustic solo (voice & guitar)
- Concerts and live acoustic sessions
- Festivals and cultural showcases
- Church events and worship gatherings
- Community and private events



MEDIA & DEVELOPMENT

- UK-based independent artist with Ivorian roots
- Music available on all major streaming platforms
- Growing international online audience and digital presence
- Expanding live performance opportunities across the UK and internationally

Available for

- Music festivals (World, Acoustic, Folk, Gospel & Cultural)
- Arts and cultural festivals
- Concerts and live music venues
- Community celebrations and private events
- Churches, conferences and worship events

THE CHIEF

SAM CHIEF-OUH

*Where Powerful Vocals
Meet Acoustic Groove,
African Rock And
Ivorian Soul!*

A soulful UK-based Ivorian artist blending a unique fusion of rock, pop, and Afrobeat, sung mostly in his native **Baoulé** and French into music that connects across cultures.



Reimagining timeless songs in his native **Baoulé**



Original songs inspired by faith, life & purpose



Powerful live performance with music that speaks to the soul

**AUTHENTIC.
HIGH-ENERGY.
CULTURALLY
RICH.**

LISTEN NOW



- ▶ N'NOTIE
- ▶ I REPENT
- ▶ JESUS LE TOUT PUISSANT
- ▶ FOREVER MORE
- ▶ POSSESSION DU TERRITOIRE

FOLLOW THE CHIEF

- @samchiefouh
- @samchiefouh
- @samchief-ouh
- Sam Chief-Ouh

SCAN TO FOLLOW



BOOK THE CHIEF

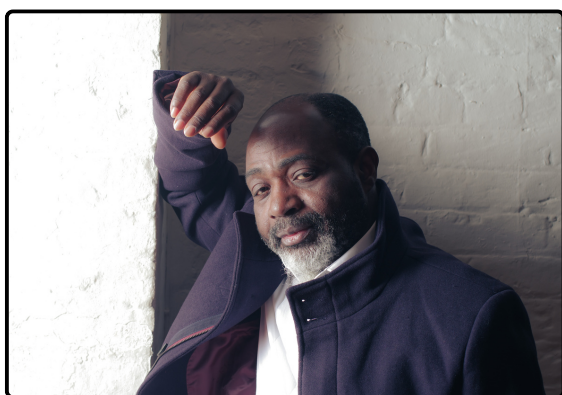
For Gigs | Events | Festivals | Concerts |
Private Events | Church & Worship Nights



CONTACT & BOOKINGS

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 Spotify: [Spotify](#)



✨ The Chief is more than an artist—he is a storyteller, cultural bridge and captivating live performer whose powerful voice and unique musical vision bring people together across cultures and generations. Whether through original songs or World Classics Reimagined in Baoulé, The Chief delivers authentic performances that uplift, inspire and leave a lasting impression long after the final note.