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MUSIC EXECUTIVE: PLATFORM DEVELOPMENT | DATA STRATEGY & MARKETING

Senior-level music industry leader who drives data strategy and marketing that thrusts high-potential, high-quality creative artists into the spotlight. 20+ years of award-winning premium music publishing success, including national promotional releases for artists including Justin Bieber, Rihanna, Jay-Z, Mariah Carey, and Kanye West.

Data diplomat who's an expert at translating voluminous data analytics into plain English, to identify new experiences, evolve sources of content and knowledge, and deepen understanding of listeners. Well-versed constructing systems and capabilities to leverage music and media data, providing the power for artists to navigate the industry and succeed. Relationship builder and team leader known for inspiring creativity in others.

- A&R
- Data Marketing Strategy
- Digital & Social Media Research
- Reporting & Analytics
- Go-To-Market Strategy
- New Data Products
- National Marketing & Promotion
- Unsigned Artist Development
- New Platform Development
- Consumer Engagement

PROFESSIONAL EXPERIENCE

SOUNDCLOUD

2019 to Present

Curation Analyst & Platform Development (Feb 2020 to Present): Provide data, industry, and merchandising analysis that shapes editorial strategy, to promote the best music from creator and rights holder communities. Highlight signals for curators to assess potential popularity of a piece of content. Demonstrate understanding of user and product behavior, identify broad trends, and link those to critical programming decisions.

- Impact development of processes enabling curation team to access key releases' metrics, and make tactical changes to optimize performance.
- Instrumentally contribute to building suite of dashboards to track performance back to larger strategic business goals.
- Leverage data and astute cultural knowledge to craft narratives about the best ways to reach and engage with users, exposing them to fresh, emerging talent.
- Serve as cross-departmental resource for Creator Services, Artist & Label Marketing, and Content Partnerships, to identify emerging trends, listening behaviors, music culture, artists, and repertoire.

Music Data Consultant (2019 to 2020): Engaged by Head of Business Development & Global Marketing to establish infrastructure and lead development and launch of Unsigned Artist Dashboard, an A&R research service. Strategically guided development of "Velocity Index," a Billboard Hot 100-like formula for early identification of trending, unsigned artists from SoundCloud's creator and rights holder communities. Plans for "Velocity Index" called for launch across all SoundCloud monetizing geographic territories globally, with principal objective to evolve perception of SoundCloud from nearly purely hip hop creative content to trending artists across multiple genres.

- Innovated "New & Hot Daily Watch" report monitoring engagement, social, and listener data on unsigned artists who weren't monetizing, and recommended trending artists for promotion on SoundCloud Premiere.
 - Artists included Lil Tecca, NLE Choppa, KiNGMoSTWanTed, Fredo Bang, POORSTACY, Pouya, and Uno Hype.

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- All the artists proceeded to sign with both major and independent labels / distribution companies.
- Oversaw development of “Unsigned Artist” and “Bubbling Under” platforms, primary resources to identify unsigned artists for SoundCloud Premiere and Repost Network, who signed 5-10 of these artists the 1st 6 months.
 - “Unsigned Artist” dashboard generated an in-depth analytical glance at unsigned artists utilizing SoundCloud unique engagement metric ratios.
 - “Bubbling Under” dashboard monitors unsigned artist traction and trend by the day, prior to artists charting on the public-facing New & Hot Charts.

SHAZAM ENTERTAINMENT, LTD.

2016 to 2018

Head of Music Data Services: Advanced to this role to lead data-delivery product development and buildout that would refine Shazam’s data monetization strategy for streaming and affiliate sales. Articulated selling position, championed new data products, and defined infrastructure and analytics reporting. Liaised between product development, engineering, business development, and vendors such as MediaBase, Nielsen, and BuzzAngle regarding data feeds, dashboard development, and data application. Moved into distribution with Amazon Web Services (AWS) for Shazam data feed. Previously held the title of VP, Music Data Services.

- Assumed ownership of existing data agreements and restructured them into 6-figure data deal the label wanted, allowing engineers to evaluate song performance with conversations with radio programmers.
- Innovated custom program for independent music community, historically underserved. Spearheaded Music Insights and Explore Dashboard, and developed discounted data rate cards and custom reporting functionality.

UNIVERSAL MUSIC GROUP | ISLAND RECORDS | DEF JAM RECORDINGS

2005 to 2016

VP, Promotion / A&R / Digital Research, Information Systems: Identified and gauged relevance of 20-30 unsigned artists each week through Spotify, SoundCloud, YouTube, Hype Machine, meddling.co, new music blogs, and Internet radio. Highlight signings include Jeremih, Logic, The Airborne Toxic Event, Gentleman Hall/Tribe Society. Measured social media, growth, and activity to determine effectiveness in maximizing artist exposure. Submitted recommendations to label executives, then steered single releases. Assessed promotion impact on releases: Shazam tags, online consumer reaction, radio research, market airplay, consumption correlation, and audience behavior for 20+ song projects each week. Directed 500+ album releases since 2000, with 200+ No. 1 Billboard, Mediabase titles.

- Justin Bieber
 - First No. 1 Billboard Hot 100 song, “What Do You Mean,” became just the 23rd single ever to debut at No. 1.
 - Charted a record 17 songs on the Hot 100, passing the prior mark set by the Beatles and Drake for the most in one week
- Rihanna
 - 6 No. 1 Billboard 200 Albums
 - 13 No. 1 Billboard Hot 100 songs, tied for third-most of all time
 - 27 Top 10 Billboard Hot 100 songs, tied for fifth-most of all time
 - Holds the record for most No. 1s on both Billboard Digital Songs (14) & Radio Songs (12)
- Jay-Z
 - 4 No. 1 Billboard Hot 100 songs
 - 13 No. 1 Billboard 200 albums, the record for most by any soloist of all-time
 - 10 No. 1 Hot R&B/Hip-Hop Songs
- Mariah Carey
 - Her historic comeback, “We Belong Together,” No. 1 on the Billboard Hot 100 for 14 weeks
 - “Don’t Forget About Us” Mariah’s 17th No. 1 Hot 100 song

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- “Touch My Body” Mariah’s 18th Hot 100 No. 1, the most of any solo artist & second overall behind the Beatles with 20
- Kanye West
 - 7 No. 1 Top R&B/Hip-Hop Songs and Albums
 - 6 No. 1 Billboard 200 albums
 - 4 No. 1 Billboard Hot 100 #1 songs

UNIVERSAL MUSIC GROUP | ISLAND DEF JAM MUSIC GROUP

2000 to 2005

Director, National Promotion / Airplay & Research: Orchestrated global single launches, which encompassed engaging Promotion, A&R, Digital Media, Publicity, Marketing; advising label imprint executives, artists, and management in order to impact upcoming radio single decisions; and presenting singles data to company executives, radio, retail, and independent consultants. Provided training to national and field staff on promotion information systems. Additionally, monitored daily radio single performance, and correlating market airplay, sales, and radio callout.

ARISTA RECORDS

1996 to 1999

National Promotion Coordinator: Orchestrated national promotions, monitored radio single trends, and compiled research data.

- Opened a new market, by compiling and interpreting urban promotion department’s analytics, then defining strategy to enable 1st “gangsta rap” release to be successful on both urban and pop radio.
- Created easy-to-understand BI report that compiled all relevant data into 1-sheet, now industry standard to heighten management’s awareness of research/reaction/reads on radio singles and facilitate decision making.
- Selected to manage major new promotion, the Grammy Radio Broadcast NYC. Coordinated 10-12 radio personalities covering the Grammys from the Arista building. Massive success led to repetition the next year.

CONSULTING EXPERIENCE

BY THE NUMBERS RESEARCH, LLC

2008 to 2016

President: Formed company to consult and launch Music Crunch, to provide airplay trend, research, and promo background for music executives at Billboard, Shazam, Universal Music Group Corporate Research, Nielsen Entertainment, BuzzAngle Music, iHeart Media/Mediabase, and Digital Music Delivery Companies (All Access Music Group, Media Science International, Destiny Technologies). Specialized in data analysis and reporting on what labels need, from internal label perspective. Led business to 6-figures in annual revenue.

GUEST LECTURER

Purchase College, SUNY | Queens College, CUNY

TECHNOLOGY

MS Office, Excel, PowerPoint, Google Drive, Mediabase, meddling.co, Nielsen Connect/Insight/SoundScan/BDS Encore, BuzzAngle Music, Sysomos, Next Big Sound, UMG dashboards including Artist Portal/Swift, Music Mart MicroStrategy, Whale Report, AWS Redshift, SQL

EDUCATION

BACHELOR OF MUSIC | STUDIO COMPOSITION, Purchase College, SUNY

Purchase, NY