



Mirriad Taps Music Industry Veterans to Diversify Music Alliance Brand Partnerships

Martin Moor joins Mirriad as VP and Head of Music & Brand Partnerships and James Goodhall joins as Head of Music Sales EMEA, following last year's launch of Mirriad's Music Alliance Program

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Mirriad, the leading in-content advertising company that uses AI-powered technology for brands including **Conde Nast**, **Universal** and **Johnson & Johnson**, today announced two new strategic hires: Martin Moor as Vice President and Head of Music & Brand Partnerships and James Goodhall as Head of Music Sales EMEA. Moor and Goodhall join Mirriad following the 2020 launch of Mirriad's Music Alliance, a coalition dedicated to merging the marketing and music industries to offer brands, artists, and fans creative and financial opportunities through seamlessly placing brands' content into music videos and media.

"We couldn't be more thrilled to have such creative and forward-thinking minds such as Martin and James to join us as we expand our Music Alliance initiatives," said Stephan Beringer, Chief Executive Officer, Mirriad. "As the advertising industry continues to evolve with brands looking for authentic ways to engage with their consumers, we at Mirriad are continually working to present impactful and non-disruptive in-content advertising opportunities that drive brand recognition. These additions to our team will have a tremendous impact on our future success as a company."

As the new Vice President and Head of Music & Brand Partnerships at Mirriad, Moor is responsible for music brand partnership growth within the Americas. Moor began his career at Penalty Records and served as the label's first Director of Artists and Repertoire (A&R), launching the careers of N.O.R.E, David Banner and to working with multi-platinum artists and Grammy award-winning producers such as Pharrell Williams, Swizz Beats and Kanye West. Moor also led teams at Sony Music Entertainment, serving as Senior Director of A&R Executive for Epic Records. He has worked with leading global brands such as Adidas, Coca-Cola, Visa, Red Bull, Airbnb and Microsoft. Based in New York City, Moor will report to Mark Melvin, EVP, Sales & Brand Partnerships, US, Mirriad.

Goodhall joins Mirriad as Head of Music Sales in Europe, Middle East and Africa (EMEA) and is responsible for building out Mirriad's recently developed Music Alliance program and revenue stream across the region - primarily for the UK, France and Germany. Goodhall brings 20 years of music industry experience in streaming, VOD, marketing, brand partnerships, distribution, A&R and live events to his new role. As Head of Music Sales, Goodhall will closely work with the insights and marketing teams to use evidence-based research to demonstrate the power of in-video advertising to brands.

Goodhall's career began at Amato Distribution where he ran the UK Sales division, moving on to work in successful A&R roles at Sony Music UK and Universal Music. He then worked in commercial positions at EMI Music UK and Warner Music UK, where he managed high-profile music clients Spotify, Deezer, Napster, YouTube and Vevo during his time and launched artist campaigns for the likes of Coldplay, Tinie Tempah, Dua Lipa, Jason Derulo, Gorillaz, David Guetta, Annie-Marie, and helped deliver UK chart history for Ed Sheeran, Jess Glynne, Stormzy and Emeli Sande. Goodhall has also worked with leading brands Google Play, Microsoft, Vodafone and O2. Based in London, he will report to Miles Lewis, CRO, Mirriad.

"I'm especially excited to join forces with Mirriad because of the company's focus on technology innovation and amplifying the multicultural marketplace through the Music Alliance," said Goodhall. "I'm looking forward to working alongside empowered minority-owned music labels and artists and offering an entirely new way for brands to authentically connect with audiences in a very natural way."

"Mirriad's exceptional work speaks for itself and I can't wait to begin my journey centered on music and creativity," said Moor. "The unique approach of Mirriad's tech-powered fusion of data, AI, cultural reach and limitless creativity opens up a world of possibilities for brands and musicians."

Mirriad's new **Music Alliance** program partners with global leading music labels and artists to connect the creatives to Mirriad's AI-powered tech to find the most relevant context for brands and seamlessly integrate advertisements in relevant content like music videos, which reaches audiences without disrupting or bombarding. Mirriad's Music Alliance program already worked with placing Tecate (Heineken) in Giovanni Ayala's music videos and Bushmills into Viceland web series content.

For more information about Mirriad, please visit <https://www.mirriad.com/>

About Mirriad

Mirriad's award-winning solution unleashes new revenue for content producers and distributors by creating new advertising inventory in content. Our patented, AI and computer vision technology dynamically inserts products and innovative signage formats after content is produced. Mirriad's market-first solution seamlessly integrates with existing subscription and advertising models, and dramatically improves the viewer experience by limiting commercial interruptions. Mirriad currently operates in the US, Europe and China.

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