

# Rob Schustack

200 East 78<sup>TH</sup> Street, New York, NY 10075  
[rschustack@gmail.com](mailto:rschustack@gmail.com) • 914-393-6490  
[www.robschustack.com](http://www.robschustack.com)

## Experience

### **Junto Sounds, New York, NY** *Executive Producer*

**11/14 to Present**

- Manage roster of various composers, sound designers and music curators, overseeing every step of custom music, sound design, music supervision, licensing and negotiations for clients like Amazon, Chase, Febreze, Kraft, Campbell's, Coke, Jif, Google, Downy, Burger King, SunTrust Bank, Comedy Central and others.
- Create/distribute music briefs and production schedules to properly and efficiently produce and license premium content, all while adhering to strict budgets and tight client timelines.
- Work with composers, labels/publishers and agencies managing all sides involved to ensure clear communication, managed expectations and shared goals on every project. Serve as main point of contact for both composers/artists and agencies to handle all questions and potential issues throughout the pre-production and production process, all while making sure everyone keeps the project moving forward and on schedule.
- Engineer full attended and unattended mixes and edits for various agency clients. Additionally, supervise team of in-house mixers and engineers on various mixing, mastering and custom editing projects based on client needs and budgets. Work with lead and junior sound designer teams to oversee and create custom sound design and mixes.
- Serve as Music Supervisor, creatively selecting and licensing premium music for various projects. Utilize pre-existing relationships with labels, publishers, managers and artists to negotiate and execute music searches and licensing projects for agency, brand and retail clients. Oversee network of internal music curators looking for new artists and developing new sync and music industry relationships.
- Train all Junto Sounds' coordinators, associate producers and interns, help them organize and navigate all pre-existing and new pieces of Junto Sounds custom music and artist/label/publisher catalogs. Work with team to set up live artist performances both in-house and remotely for clients.
- Research and connect with new agencies and clients of various sizes to provide music and sound solutions. Manage and maintain all new and ongoing relationships. Work with all of the necessary teams at various agencies and brands, including creative, production and accounts.

### **Primary Wave Music, New York, NY** *Senior Creative Director, Advertising & Video Games*

**6/13 to 9/14**

- Oversaw all creative licensing pitches for entire Primary Wave Music Publishing catalog including music from Aerosmith, Nirvana, Hall & Oates, Chicago, Def Leppard, Earth Wind & Fire, Daniel Johnston, Katrina and The Waves, Mac Davis, Goodie Mob, Eric Benet, Calvin Richardson, Anamanaguchi.
- Built and maintained relationships with music producers, music supervisors, music licensing executives at advertising agencies, brands and video game companies to place music in various ads, promotions and games. Clients included: Grand Theft Auto V, UFC, Need For Speed, Target, Coke, Verizon, Free People, Alice & Olivia, Victoria's Secret, MLB.com, Nissan, Olive Garden, Firestone.
- Created all video edits for creative briefs received with accompanying assets. Worked with Primary Wave artists, writers and producers to create custom audio and various song edits.
- Worked with in-house branding department, Brand Synergy Group, to creatively pair both Primary Wave and non-Primary Wave artists with brands such as Nivea, Klipsch Audio, The New York Jets and others, for various events and promotions.
- Managed relationships with in-house management teams to find licensing and writing opportunities for artists like Cee-Lo Green, Melissa Etheridge, Cypress Hill, Naughty By Nature, Cris Cab, Flyleaf, Bronze Radio Return, Middle Class Rut, Rodrigo, SOKO.
- Served as A&R, attending showcases and leveraging relationships with producers, labels, managers and agents to find unsigned talent to sign to the Primary Wave roster for publishing, management and branding opportunities. Set up in-agency showcases and events with new and existing Primary Wave artists.
- Worked with all independent and major record label partners to negotiate and clear licensing for various advertisements, video games, web series, social media promotions, films and television shows.

**THE ORCHARD, New York, NY****6/05 to 6/13****Director of Film, Television & Advertising (11/07-6/13)**

- Built new partnerships and managed existing relationships and deal renewals with advertising agencies, music supervisors, television networks, movie studios and video game companies for various creative licensing opportunities. Brands and networks included, Heineken, Google, Honda, Miller Lite, Match.com, NBC, ABC, WB, WWE, Activision, Rockstar Games, Proctor and Gamble (Pringles and Tide), Euro (Jaguar), PMH (Target), DBH (British Airways), and many others.
- Worked as music supervisor to fulfill client briefs and create custom creative playlists from within The Orchard's catalog of licensable music. Managed relationships with Orchard clients to negotiate rights and secure additional content.
- Conceptualized and built Concentrated Music, an online search and discovery tool designed to help advertising agencies and music tastemakers navigate and utilize The Orchard's catalog of licensable music for various sync opportunities. Trained internal Orchard teams and new clients.
- Served as in-house producer, overseeing all custom music, in-house editing and remixing of content to ensure all client deadlines and requirements were met and stayed within pre-negotiated budgets. Bridged gap between agencies/supervisors and musicians/producers ensuring all music stayed on-brief.
- Researched and negotiated 3<sup>rd</sup> party publishing and master rights on behalf of brands, agencies and other music-licensing professionals.

**Director of A&R & Acquisitions (11/06-11/07)**

- Negotiated contracts with artists and catalogs including Wu Tang Clan's Wu Music Group, Boyz II Men, Sharon Jones, Lonestar, Charles Mingus Jazz Workshop, Sesame Street Workshop, RJD2, Big Kenny of the country duo Big & Rich, Jedi Mind Tricks, Greensleeves Records, Shiny Toy Guns, The Black Angels, Raveonettes, Joss Stone, Baby Grand Records, Dim Mak Records, Nature Sound Records, Barsuk Records, and Delicious Vinyl.
- Developed financial models to project potential label earnings and firm's revenue share. Leveraged in-depth understanding of artists' target demographics and key selling points to direct the in-house marketing team in creating retail and interactive marketing campaigns that enhance clients' visibility and identified opportunities for sync placements in advertisements, TV, and films. Networked with advertising agencies, music libraries, and producers to secure placements.

**Manager Content Acquisition and Music Licensing (6/05 to 11/06)****PHILADUB PRODUCTIONS, Philadelphia, PA****3/03 to present****Co-President/Producer**

- Brought on as music supervisor to help program music for high-end NYC restaurants such as Gemma and Cata.
- Negotiated the licensing of over 250 original tracks to MTV and other networks as well as the preloads of over 3 million Sony Ericsson cell phones.
- Write, produce, and record reggae music for artists such as Elephant Man, Tony Curtis, Luciano, Lutan Fyah, Capleton, Beanie Man and others. Brought Lutan Fyah album to #1 on iTunes reggae chart and #13 on Billboard reggae charts.

**ATLANTIC RECORDS, New York, NY****7/00 to 4/04****A&R Coordinator****Intern, Product Management Department (Summer 2000)****Professional Affiliations & Technical Expertise**

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- National Academy of Recording Arts and Sciences *Grammy Awards Voting Member*
- Pro Tools Certified; Proficient in Live, Logic, SoundScan, Mediabase, BDS and other industry research and mixing/mastering/recording/editing programs

**Education**

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**LEHIGH UNIVERSITY**, Bachelor of Arts in Philosophy, Dual Minors in Communications and Religion – *June 2001*