

## Experience

### **TOUCHTUNES, New York, NY** *Director, Music Services*

**08/17 to Present**

- Oversee international curation team responsible for the creation and maintenance of all playlists to be featured across entire network of TouchTunes Jukeboxes (75,000+). Balance budget and find ways to increase efficiencies and implement cost saving processes without sacrificing creative.
- Concurrently oversee team, day to day operations, technology and creative for the 1500+ accounts that make up the luxury background music vertical of TouchTunes' portfolio. Clients include Tao, Nobu, Four Seasons, The Waldorf Astoria, The Plaza Hotel, Dream Hotel, Borgata Casino, Union Square Hospitality, LDV Hospitality, Palace Resorts (Mexico, Jamaica), Del Frisco's, Rodd & Gunn (Aus & NZ).
- Initiate and approve creative scope for all background music clients. Spot check and listen to playlists to ensure proper alignment of vibe, mood and impact according to playlist theme. Create reporting studying various tests and promotions in order to help gather data around how listeners/patrons react to different playlists and how company/client can program more efficiently; implement changes in procedures and creative process based on findings.
- Responsible for the management and generation of ideas for new playlists based on various social themes, holidays, relevant pop culture events, moods, artist birthday's, death anniversaries and musical genres. Create new proprietary playlist series to help promote customer engagement and satisfaction. Ensure visuals on Jukebox (playlist cover art) match the aesthetic of the music content across network and create exciting, eye catching touchpoints for users.
- Leverage all existing relationships in the music industry and forge new partnerships with labels, publishers, managers and artists to identify key releases from established and up and coming artists to promote and program.
- Work with TouchTunes' internal Bar Rewards, Mobile and Marketing teams to create various contesting, mobile/on-juke promotions and original content to drive band and brand awareness across our network of users and brand ambassadors, with a focus on growing our existing userbase and increasing revenue.
- Partner with Licensing and Operations teams to ensure proper prioritization of content clearance, simultaneously creating processes to maximize interdepartmental workflow efficiencies. Liaise with label and publishing contacts to help ensure expedited workflow around clearances and syncs, especially for high priority releases and artists.
- Work hand in hand with Marketing, Product and Programmatic teams to make sure team properly plans for and adheres to strict annual promotions calendar. Brainstorm various partnerships and help craft content creation and curation to help sell advertising inventory on the Jukebox and event activations in the hospitality space.
- Work with external label, industry, agency and brand partners as a creative branding and licensing specialist to help elevate background music offering by creating special event activations, music supervision, licensing opportunities and promotions. Negotiate contracts with partners, clients and vendors and work with internal Legal and Sales teams to close deals.

### **JUNTO SOUNDS, New York, NY** *Executive Producer*

**11/14 to 08/17**

- Managed/produced 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, Microsoft, Febreze, Kraft, Campbell's, Coke, Jif, Google, Downy, Burger King, SunTrust Bank, Comedy Central and others.
- Created/distributed music briefs and production schedules to properly and efficiently produce and license premium content, all while adhering to strict budgets and tight client timelines.
- Worked with composers, labels/publishers and agencies directing all sides involved to ensure clear communication, managed expectations and shared goals on every project. Served 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.
- Engineered full attended and unattended mixes and edits for various agency clients. Additionally, supervised team of in-house mixers and engineers on various mixing, mastering and custom editing projects based on client needs and budgets. Worked with lead and junior sound designer teams to oversee and create custom sound design and mixes.
- Served as Music Supervisor, creatively selecting and licensing premium music for various projects. Utilized pre-existing relationships with labels, publishers, managers, artists and music libraries to negotiate and execute music searches and licensing projects for agency, brand and retail clients all according to client budget. Oversaw network of internal music curators looking for new artists and developing new sync and music industry relationships.

- Trained all Junto Sounds' coordinators, associate producers and interns, helping them organize and navigate all pre-existing and new pieces of Junto Sounds custom music as well as artist/label/publisher catalogs. Worked with team to set up live artist performances both in-house and remotely for clients.

## **PRIMARY WAVE MUSIC, New York, NY**

**06/13 to 09/14**

### **Senior Creative Director, Advertising & Video Games**

- Oversaw all creative licensing pitches and clearances 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, Anamanaguchi.
- 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. Also 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.
- Served as Sr. 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.

## **THE ORCHARD, New York, NY**

**06/05 to 06/13**

### **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. Researched and negotiated 3<sup>rd</sup> party publishing and master rights on behalf of brands, agencies and other music-licensing professionals.
- 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.

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

#### **Manager Content Acquisition and Music Licensing (6/05 to 11/06)**

- Developed financial models to project potential label earnings and 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.

## **ATLANTIC RECORDS, New York, NY**

### **A&R Coordinator (09/01-04/04)**

## **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*