

Rob Schustack

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GM, Music Services

Experienced team leader, creative visionary, and music marketing concierge skilled at project management, networking, and music production.

Extensive background in music programming, music marketing, budgeting, and creative strategizing for diverse high-profile clients. Excels at promoting brands and matching music and sounds to media. Expert in music supervision and conceptualizing media and marketing campaigns to shape brands sonic identities. Responsible for curating auditory experiences for high-end hospitality brands and major restaurant chains. Skilled at leveraging partnerships, launching departments, organization, and problem solving.

Areas of Emphasis

- Project Management
- Financial Planning
- Communication
- CRM Tracking (Music)
- Team Leadership
- Sound Mixing & Video Editing
- Branding and Marketing
- Relationship & Partnership Building

Professional Experience

The Octave Group/Touchtunes/EL Media Group/Playnetwork – New York, NY

Music Services GM, 8/2017 to Present

Team leader with a drive to create strategic music campaigns, manage day-to-day operations, and industry relationships.

Responsible for international music programming team, label relations and budget maintenance. Consistently implement innovative creative strategies, and cost saving processes to enhance music related projects and ensure overall quality. Oversee and manage creative, client and tech teams, programming for major accounts including Tao, Nobu, Four Seasons, Waldorf Astoria, Hilton, Plaza Hotel, Union Square Hospitality, LDV Hospitality, Palace Resorts (Mexico, Jamaica), Rodd & Gunn (Aus & NZ). Curate themed music playlists for Jukeboxes located across the United States in various restaurants, bars, and lounges to elevate ambience. Collect musical data to remain current and effectively introduce changes in procedure and process. Manage internal team and liaise with external labels and brand partners to produce captivating promotions, contesting, collaborations, partnerships, e-mail blasts, and social media posts.

Selected Achievements:

- Established and launched 12+ new creative music products and proprietary software updates while adhering to department KPI's and company OKR's.
- Reported on all personally run Jukebox successes including 7-13% increase in plays of all specially created playlists.
- Negotiated for major artists and brands by leveraging connections, building key brands music programs, and identifying crucial sonic needs
- Worked with indie and major label partners on promotions that saw upwards of 165% increase in artist plays and over \$300k in media value

Junto Sounds – New York, NY

Executive Producer, 11/2014 to 8/2017

Coordinated packages with vendors to produce award-winning music, and leveraged pre-existing connections with labels, publishers, managers, artists, and music libraries to conduct searches and license projects.

Conceptualized and distributed music briefs, production schedules, and composers' compositions. Coordinated sound designers, clients, and advertisers to translate music into emotions, effects, and atmosphere for tv spots and

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location specific overhead music. Performed music supervision, edited sound effects and songs to ensure crisp clear finished products. Conformed to strict budgets, deadlines, and time constraints. Directed full attended and un-attended, by clients, music mixes. Won high profile clients such as Amazon, Chase, Microsoft, Febreze, Kraft, Campbell's, Coke, Jif, Google, Downy, Burger King, SunTrust Bank, Comedy Central and others.

Selected Achievements:

- Created Webby award winning Superbowl tv spot.
- Trained and mentored Junior coordinators, associate producers, and interns to design music catalogs and arrange all live events.
- Supported Game of Thrones sound designers to achieve clients desired sonic atmosphere.

Primary Wave Music – New York, NY

Senior Creative Director, 6/2013 to 9/2014

Attended music showcase events to uncover new talent and network with producers, label executives, managers, and agents winning new unsigned talent for company roster.

Managed creative licensing pitches, and presentations for major clients including Aerosmith, Nirvana, Def Leppard, Earth Wind & Fire, Daniel Johnston, Katrina and The Waves, Mac Davis, Goodie Mob, Eric Benet, Anamanaguchi, and others. Discovered licensing and writing opportunities for artists. Crafted branding materials in association with in-house department.

Selected Achievements:

- Organized in-agency showcases and events for new and existing company talent.
- Oversaw large deal negotiations to win new talent and develop artists.

The Orchard – New York, NY

Director of Film, Television & Advertising, 11/2007 to 6/2013

Conducted custom music supervision, editing, and remixes to ensure client satisfaction and deadline adherence.

Performed in-house production, while communicating between agencies and musicians. Established new business and personal partnerships to gain deal renewals with advertising agencies, television networks, movie studios, and video game companies. Researched 3rd party publishing and rights for brands and licensing executives.

Selected Achievements:

- Conceptualized and established online search and discovery tool to assist in catalog navigation.

A&R and Acquisitions/Content Acquisition & Music Licensing Manager, 6/2005 to 6/2007

Creative project manager responsible for negotiating major talent deals and scouting new artists and leads.

Enhanced earning potential through financial model creation. Negotiated and managed contracts for musicians and collaborated with major talent: Boyz II Men, Sharon Jones, Jedi Mind Tricks, Greensleeves Records, Shiny Toy Guns, The Black Angels, Nature Sound Records, and Delicious Vinyl and many others. Launched entire A&R department.

Additional experience as A&R Coordinator and Music Licensing Manager in the Music industry.

Educational Background

Bachelor of Arts in Philosophy, Dual Minor in Communications and Religion

Lehigh University Bethlehem, Pennsylvania

Technical Proficiency

Software: Microsoft Office; Pro Tools; SoundScan; Ableton Live; Logic

Professional Associations

National Academy of Recording Arts and Sciences: *Grammy Awards Voting Member*
