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WeTransfer appoints new Head of Music, Tiffany Yu



Tiffany has been a project manager at WeTransfer for the last two years, playing a key role in digital marketing initiatives such as [A Message From Earth](#) and [Mr. Wash](#). Prior to this, she served as VP Digital Marketing and Innovation at Three Six Zero Group where she used technology to create innovative campaigns for artists including deadmau5, Frank Ocean, and Calvin Harris. Before Three Six Zero, she was a Digital Marketing Manager at Red Light Management working with COO Bruce Eskowitz for artists from Lionel Richie, Steve Angello and Giorgio Moroder.

"We are thrilled to bring on such a passionate and innovative evangelist for the creative community," said Damian Bradfield, Chief Creative Officer at WeTransfer. "Tiffany has a history of building relationships and trust with creatives across the board, and she's already made a significant impact during her time at WeTransfer."

"Throughout my career, I've explored how artists can use innovative technology to share their stories in new ways," said Tiffany Yu. "WeTransfer supports artists and musicians by offering them the creative freedom to tell their stories in unexpected ways, through WePresent, without imposing its own views or perspectives. I'm eager to work for a company that tells raw, genuine stories of the people behind the music and art that millions love."

WePresent has over two million unique monthly views and shines a spotlight on voices around the world, from every continent, with a 50/50 gender split. With a focus on giving a voice to underrepresented artists and creatives, WePresent sparks inspiration for creatives, and has partnered with Bjork, Solange, Bon Iver, John Legend, FKA twigs and more.



Experience *A Message From Earth* [here](#), illustration by Sophy Hollington



Find out more about Mr Wash's story [here](#), *Emancipation Proclamation* painted by Mr Wash

ABOUT WETRANSFER

WeTransfer makes tools to move ideas. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with 2M monthly readers), mobile app 'Collect by WeTransfer' (with 4M monthly users), quick slide-making tool Paste® (with 40,000 active teams), immersive sketching tool Paper® (with more than 25M downloads), and the original web platform with 50M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing “offline” values - trust, transparency, and ethics - online. This means having a responsible data policy and tools that don't distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste® and expanded its US presence to Seattle and New York City.

