

SoundCloud Announces New Executive Appointments

Artem Fishman tapped as Chief Technology Officer and Senior Vice President, Engineering

Co-founder Eric Wahlforss to take on broader role as Chief Product Officer

SoundCloud announced today it has appointed Artem Fishman as Chief Technology Officer (CTO) and Senior Vice President, Engineering. In this role, Fishman will be responsible for leading SoundCloud's global engineering organization, in addition to creating and shaping its technical vision and strategy. Fishman will join the SoundCloud team in Berlin, where he will be based, on February 1st. He will report to Eric Wahlforss, SoundCloud co-founder, and newly-appointed Chief Product Officer.

In line with the appointment, and as part of a broader strategy to continue to innovate and enhance the user experience, Wahlforss will take on the newly-created role of Chief Product Officer (CPO). The introduction of this new role dedicated to product will improve product management and development across the SoundCloud ecosystem, bringing additional focus to creating and building products that make the experience better for both listeners and creators. As Chief Product Officer, Wahlforss will lead the strategy around all product initiatives to ensure a clear product vision is in place and is aligned across the organization. He will continue to oversee the Engineering and Design teams, in addition to taking on oversight of Data and Insights. Wahlforss will remain based in SoundCloud's Berlin headquarters, reporting to Chief Executive Officer, Alex Ljung.

“Artem is a seasoned engineering executive who brings with him a wealth of experience and a positive, collaborative mindset,” said Eric Wahlforss, co-founder and Chief Product Officer.

“We're delighted he will be joining SoundCloud as our new Chief Technology Officer, which is a key role as we continue to innovate and grow. Fishman has a keen interest in deep technical details and data-driven approaches which, alongside his leadership skills and passion for our product, will be of real benefit to the engineering organization.”

“SoundCloud is a truly unique platform in the music streaming space,” said Alex Ljung, co-founder and Chief Executive Officer, SoundCloud. “We have ambitious goals to further innovate the user experience for our connected community of creators, curators and listeners, and as we enter into this next stage of growth, Eric and I felt it was important to bring in a senior leader to oversee Engineering, to allow Eric to have laser focus on leading and aligning the exciting product initiatives we have slated to launch later this year.”

Prior to joining SoundCloud, Fishman was Vice President, Engineering at Yahoo! where he led the mobile engineering teams, before taking on oversight of the engineering teams across Yahoo! Finance. Before Yahoo!, he held roles at digital agency HUGE (part of Interpublic Group), Thomson Reuters and New York Times.

ABOUT SOUNDCLLOUD

As the world’s largest music and audio platform, SoundCloud lets people discover and enjoy the greatest selection of music from the most diverse creator community on earth. Since launching in 2008, the platform has become renowned for its unique content and features, including the ability to share music and connect directly with artists, as well as unearth breakthrough tracks, raw demos, podcasts and more. This is made possible by an open platform that directly connects creators and their fans across the globe. Music and audio creators use SoundCloud to both share and monetise their content with a global audience, as well as receive detailed stats and feedback from the SoundCloud community. For more information, go to: [SoundCloud](#).



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