

# SoundCloud Names Holly Lim As First Chief Financial Officer

SoundCloud announced today Holly Lim will join the company as its first Chief Financial Officer (CFO) on Tuesday, September 6th. As a member of the Executive Team, Holly will split her time between SoundCloud's headquarters in Berlin, Germany and its New York office.

In this newly created role, Holly will be responsible for setting SoundCloud's global financial strategy, and leading the finance organization. She will help SoundCloud create a long-term view around how SoundCloud maintains its financial health, and evaluates at market opportunities as the company continues to grow.

"SoundCloud exists in a world where the competitive context is complex. With the addition of Holly to the executive team, she will guide our financial strategy and help us establish a long term view around how we maintain SoundCloud's financial health and capitalize on new opportunities for growth," said Alex Ljung, Chief Executive Officer and co-founder at SoundCloud. "Holly has a distinguished track record in financial and business leadership, and brings not only a deep understanding of the dynamics at work in companies with high growth potential, but also a sense of what is needed to scale globally. We are excited to have Holly join SoundCloud's executive team and lead our finance organization."

"I'm excited to work with the entire executive team at SoundCloud as a strategic business partner and lead the company's finance strategy, said Holly Lim, Chief Financial Officer, SoundCloud. "This new role presents an opportunity to not only help a burgeoning company grow - but develop the company vision and strategy with an entrepreneurial executive team."

Holly joins SoundCloud from Google where she led Google's Business Operations for the Cloud Platform and Network Operations. Prior to joining Google, Holly held roles at Stetson, Comedy Central, New Line Cinema and Citibank.

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## ABOUT SOUNDCLOUD

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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