

SoundCloud Taps Music Industry Veteran Mark Eisenberg as Senior Vice President, Content Partnerships

May 10, 2018, New York -- SoundCloud, the world's largest open audio platform, today named seasoned digital music executive, Mark Eisenberg as Senior Vice President, Content Partnerships. In his role, Eisenberg will lead SoundCloud's global Content Partnerships team and be responsible for the company's global content licensing efforts and business relationships with rights holders including record labels, music publishers, PROs and collecting societies. Eisenberg will also work closely with the executive and leadership teams to shape SoundCloud's strategic direction, develop new products and business opportunities.

"We are thrilled to have Mark on board. He has been a leading architect in the digital music space since its inception nearly 25 years ago," said SoundCloud's Chief Operating Officer, Michael Weissman. "His proven leadership and wealth of knowledge, experience and industry relationships are a strategic asset to the team as we continue to build the world's largest music and audio catalog, and create more opportunities for our partners and artists on SoundCloud."

"SoundCloud has a unique, and powerful position in music today," said Mark Eisenberg, Senior Vice President, Content Partnerships, SoundCloud. "I could not be more excited to join the team to shape the deals and build the relationships that will drive growth for SoundCloud and the streaming market overall."

Eisenberg joins SoundCloud from SoundExchange, where he was Senior Vice President, Strategic Initiatives, and responsible for sourcing new applications for the collective's rights management and royalty distribution platform. Prior to SoundExchange, Eisenberg oversaw worldwide licensing of audio and audiovisual content across all distribution platforms – online, wireless, download and streaming – as Executive Vice President and Head of Business and Legal Affairs for Sony Music Entertainment's Global Digital Business Group. Eisenberg's diverse background includes executive positions at Sony's incubator and venture capital subsidiary 550 Digital Media Ventures, LatticeWorks Media and MixRadio (a Microsoft Company), in addition to his work as an attorney at the New York law firm Willkie Farr & Gallagher and the entertainment law firm Gold Farrell & Marks.

Based in SoundCloud's New York office, Eisenberg will join SoundCloud later this month and report to Chief Operating Officer, Michael Weissman.



ABOUT SOUNDCLLOUD

SoundCloud is the world's largest open audio platform, powered by a connected community of creators, listeners and curators who are on the pulse of what's new, now and next in music and creative culture. As the home to the world's most diverse creator community and the largest music streaming catalog available, SoundCloud lets you share, discover and influence global music culture. For more information, visit: soundcloud.com. Follow us on Twitter, Facebook, Instagram via @SoundCloud, or @SoundCloudForBrands on Twitter. www.press.soundcloud.com



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