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SoundCloud Names Anthony Gabriele, Senior Vice President, Subscriptions & Marketing

SoundCloud announced today it has hired seasoned media and technology executive, Anthony Gabriele as Senior Vice President, Subscriptions & Marketing. In the newly created role, Gabriele will lead the growth and expansion of SoundCloud’s Listener and Creator businesses, in addition to overseeing its Growth Marketing and Brand Marketing, and Community Support teams. He will be based in SoundCloud’s New York office and report to Chief Operating Officer, Michael Weissman.

“SoundCloud is the world’s largest open audio platform and its unique, two-sided ecosystem is home to a vibrant community of listeners and creators,” said Michael Weissman, Chief Operating Officer, SoundCloud. “We are focused on building premium subscription products for both creators and listeners. Anthony’s background in leading growth efforts for some of the largest consumer technology companies is a perfect fit for SoundCloud.”

“SoundCloud stands apart. It’s where creators build their audiences, and where fans find what’s next in music,” said Anthony Gabriele, Senior Vice President, Subscriptions & Marketing, SoundCloud. “I’m excited to join the team. As an artist myself, I’m passionate about bringing tools to creators, and great experiences to listeners.”

Before joining SoundCloud, Gabriele was the head of subscription marketing at Apple. There, he helped grow Apple Music from under 10M to over 50M paid subscribers. He built and led the organization responsible for customer growth for Apple’s services, which included lifecycle marketing, marketing technology, and customer insights organizations.

Prior to Apple, Gabriele held general management, product, and marketing roles at both Fortune 500 companies and startups, including Amazon and Dow Jones at News Corp. He is the president of the board of directors for the Independent International Legal Advocates (independentila.org), a not-for-profit that provides in-house counsel for the public international law departments of small and developing States. Gabriele began his career as a composer and sound designer for theatre and film, and graduated with honors from Harvard University.

About SoundCloud

SoundCloud is the world's largest open audio platform, powered by a connected community of creators, listeners and curators on the pulse of what's new, now and next in culture. Founded in 2007, SoundCloud empowers the world's audio creators with the best tools, services and resources to build and grow their careers. With over 200 million tracks from 20 million creators heard in 190 countries, what's next in music is first on SoundCloud.



SoundCloud