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# SoundCloud Promotes Michael Weissman to President

## **Weissman elevated to role after serving as Chief Operating Officer**

**June 12, 2019, New York, NY** -- SoundCloud announced today the promotion of Michael Weissman to President of SoundCloud. Weissman will continue to drive SoundCloud's business growth and strategy, overseeing the company's subscription and advertising businesses, as well as its marketing and content licensing. He will also continue to manage SoundCloud's legal, human resources and finance functions, and report to Chief Executive Officer, Kerry Trainor.

Since joining SoundCloud in 2017, Weissman has been instrumental in growing SoundCloud's revenue-generating activities, helping the company achieve consecutive years of growth across its subscription and advertising businesses. In addition, he was the principal architect around some of SoundCloud's key strategic partnerships and acquisitions including its ad sales partnership with Pandora in the U.S., several exclusive international ad reseller partnerships with Global's DAX, Targetspot, among others, and the recently announced acquisition of Repost Network.

"Mike is a proven leader whose strong business acumen and passion for the SoundCloud mission have been critical to helping us grow the world's largest two-sided ecosystem of audio creators and passionate fans driving what's next in music and audio," said Kerry Trainor, Chief Executive Officer, SoundCloud. "Mike's leadership will be invaluable as we accelerate into our next phase of growth, and continue to provide the most comprehensive tools for creators to build their careers first on SoundCloud. Congratulations to Mike on this well-deserved promotion."

“I’m incredibly excited for what’s in front of us at SoundCloud,” said Michael Weissman, President, SoundCloud. “Since joining SoundCloud nearly two years ago, we’ve grown the business across all key metrics, established several key partnerships and expanded globally. I look forward to continuing to drive the business and furthering our commitment to help creators and fans connect. Thank you to Kerry and the SoundCloud board for this great opportunity.”

Before joining SoundCloud, Weissman was Chief Operating Officer at Vimeo where he oversaw Vimeo’s P&L, strategy and all key business functions including finance, legal, analytics, sales, marketing, and content partnerships. Throughout his career, Weissman has held executive positions at IAC, Viacom and Universal Music Group.

### **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.





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