

© 15 June 2022, 09:05 (EDT)

SOUNDCLOUD TAPS MUSIC AND TECH INDUSTRY VETERAN TRACY CHAN TO LEAD CREATOR BUSINESS

Creator and Developer of Spotify for Artists and YouTube Insights to Evolve SoundCloud's Creator Product, Tools and Services To Deepen Support of Artist Growth

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NEW YORK, NY (Wednesday, June 15, 2022) – Today, next-generation music entertainment company SoundCloud announced industry veteran Tracy Chan as the Senior Vice President of Creator. Chan will oversee the SoundCloud Creator ecosystem globally, including tools, services, products and offerings. He will be responsible for evolving a feature-rich Creator product for independent artists as they take their careers to the next level on and off SoundCloud. He will report directly to SoundCloud president, Eliah Seton and serve on the company's executive leadership team.

“This is a game-changing addition to our leadership team at SoundCloud. No one has built, launched and scaled more value-added products and services for creators than Tracy,” **said Seton**. “Tracy has successfully built and established creator products for some of the biggest entertainment and tech companies in the world and we're extremely excited to have him bring his talents to SoundCloud.”

SoundCloud's Creator offering provides independent artists with a scaled, streamlined solution, which includes audience development, industry-leading distribution, marketing and monetization opportunities powered by the platform's unmatched data and insights. SoundCloud is the only artist services company and direct-to-consumer music-streaming service for fans, holding a direct relationship with artists and listeners, strategically positioning itself to create new opportunities directly with independent artists.

“It’s a momentous time to join SoundCloud; a pioneering company that has continuously innovated and deepened its commitment to providing the best-in-class services and offerings that advance the careers of artists around the world,” **said Chan**. “My previous experiences focused on helping artists thrive in the existing music economy. Now, at SoundCloud, my mission is building the new music economy to help artists thrive.”

Prior to joining SoundCloud, Chan was Head of Music at Twitch where he led exponential growth of the music vertical by enabling creators to interact with their fans live and empowering those fans to directly support their favorite creators. Under his leadership, Twitch forged first-of-kind partnerships with Universal Music Group, Warner Music Group, Merlin, the National Music Publishers Associations and PROs/CMOs around the world. Chan joined Twitch from Spotify where he was the Director of Product Management, leading product strategy and development for Creator platforms and building analytics tools for artists and labels, including Spotify for Artists and Spotify Analytics. Chan’s startup CrowdAlbum, a social, photo, and video aggregator that created a “visual history” of musical events from around the world, was acquired by Spotify in 2016. Prior to founding CrowdAlbum, Chan was a product manager at YouTube, where he designed and launched YouTube Insight, the company’s flagship analytics platform for Creators.

About SoundCloud:

SoundCloud is a next-generation music entertainment company, powered by an ecosystem of artists, listeners, and curators on the pulse of what's new, now and next in culture. Founded in 2007, SoundCloud is an artist-first platform empowering artists to build and grow their careers by providing them with the most progressive tools, services, and resources. With over 300 million tracks from 30 million creators heard in 190 countries, the future of music is SoundCloud.

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