

FOR IMMEDIATE RELEASE



## **BEATPORT ANNOUNCES TWO PROMOTIONS ON LEADERSHIP TEAM**

LOS ANGELES, CA - JANUARY 16, 2018 – Beatport, the world’s leading DJ music platform, announced two executive promotions that will help propel the company to new levels of success in 2018 and beyond. The internal promotions, of Jonathan Steffan and Terry Weerasinghe, were announced today by Robb McDaniels, who joined the company as CEO in October 2017.

Steffan was promoted from SVP, Technology to Chief Information Officer. In his new role, he oversees Infrastructure Engineering, Data Services, Content Operations and IT from Beatport’s Denver office. With over 15 years technology and consulting experience, Steffan is well versed in digital media technologies and scalable platforms. Steffan joined Beatport in 2008 from the open source Fedora Project community and is one of the company's longest serving employees.

Weerasinghe was promoted from SVP, Music, Marketing & Analytics to Chief Product Officer. In his new role, he oversees all Product Development, Marketing & Artist and Label Relations from Beatport’s Berlin office. Weerasinghe brings 17 years of music industry experience to the leadership team, which includes over five years as Head of Native Instruments' Traktor brand before joining Beatport in 2013.

“Successful companies are born from intelligent, passionate people, and Jonathan and Terry exemplify these traits,” commented McDaniels. “If we are going to transform Beatport from a simple download store to a next generation ecommerce platform, we need leadership and vision from experienced executives like these two gentlemen.”

Beatport, a subsidiary of LiveStyle, Inc., the largest electronic music event producer in the world, is planning on big improvements to its product offering by Q3 2018 and has been mobilizing to support this new direction. The company is making renewed investments in its core technologies and systems, and the DJ community is beginning to respond favorably to these developments.



Pictured: Jonathan Steffan (for a high-resolution download, click [here](#)).



Pictured: Terry Weerasinghe (for a high-resolution download, click [here](#)).

### **About Beatport**

Founded in 2004 as the principal source of music for DJs, Beatport today is the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. Beatport has offices in Denver and Berlin. Follow Beatport on [Facebook](#) and [Twitter](#) and [Instagram](#).

For more information visit [www.beatport.com/](http://www.beatport.com/).

### **About LiveStyle, Inc.**

Positioned to be the world's largest electronic music event producer, LiveStyle boasts a wide variety of leading live electronic music properties. LiveStyle produces and promotes single and multiday electronic music festivals across North America, Europe, South America, Australia and Asia. North American key operating entities include Made Event, React Presents, Disco Donnie Presents, Life in Color, and MMG, along with festivals and brands such as Electric Zoo, Spring Awakening, Sensation, and Life in Color. In Europe, the company boasts key operating entities such as Monumental, B2S, ID&T, i-Motion, and Q-Dance, and festivals and brands including Decibel, Mysteryland, Awakenings, Back-To-School, Air, Qlimax, Nature One, Sensation, as well as the innovative ticketing service Paylogic. In Brazil, LiveStyle owns PlusNetwork which has produced the enormously successful Tomorrowland Brasil festival and tours by internationally acclaimed DJs and artists. Further, LiveStyle has a 40% participation in Rock in Rio, held biannually in Rio de Janeiro, Brazil, with spin-offs in Lisbon and Portugal. Together with the Belgian Tomorrowland organization, LiveStyle launched TomorrowWorld, the first international version of the Tomorrowland festival, and also promoted the first South American Tomorrowland festival. LiveStyle continues to work with the Belgian Tomorrowland organization as its international partner to bring Tomorrowland to new territories outside Europe and to return to the USA and Brazil. LiveStyle also owns and operates Beatport, the trusted global home of electronic music where fans, DJs, and creators connect, discover and participate in the evolution of dance music culture.

For more information visit [www.livestyle.com/](http://www.livestyle.com/).

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