



Industry Veteran Alex Branson Joins Beatport as Senior Vice President of Music Services

(BERLIN & LONDON - February 8th, 2022) - Beatport, the global leader of music for DJs, producers, and their fans, announced today that industry veteran Alex Branson has joined the company as Senior Vice President of Music Services. In this newly created role, Branson will oversee the growing suite of professional tools and services the company is developing for distributors, labels and artists.

“Over the last two decades working as an executive in the music business, Alex has developed a unique set of skills that deliver value to rights holders,” said Robb McDaniels CEO of Beatport. “As the leader of our newly formed Music Services business unit, Alex will curate and expand the Beatport Pro Suite of SaaS tools to help independent content owners increase revenue and exposure in the global DJ market.

After leaving Warner Music Group in 2018, where he created DIY distribution business levelmusic.com as General Manager, Branson has been advising companies such as EMPIRE, Facebook, Rotor Videos, Moodagent, Trebel and iMusician. Mr. Branson also created the education through storytelling music industry podcast, “ABC Music Talk”, which he will continue to host. He also spent 8 years at Ingrooves Music Group as Senior Vice President and Managing Director of International, working closely with Mr. McDaniels to grow the company that was eventually sold to Universal Music Group in 2019.

“I’m excited to rejoin Robb at one of the most progressive and forward thinking music companies in the world,” said Branson. “My job is to listen to what artists, labels and distributors who rely upon the Beatport community need, then build or acquire tools and services to help them accelerate their careers and businesses.”

Mr. Branson will be based in London.

About The Beatport Group

The Beatport Group is the worldwide home of music for DJs, producers, and their fans. Founded in 2004, the The Beatport Group family of companies includes [Beatport](#), the preeminent store for electronic music DJs, [Beatsource](#) for the open-format DJ community,

[Loopmasters](#), [Loopcloud](#) and [Plugin Boutique](#) for music producers, and Beatport Media Group for brands and fans of DJ culture. The Beatport Group's portfolio of products includes an array of high-quality audio solutions to choose from, including: full song downloads, exclusive content from leading labels, a streaming music service seamlessly integrated into DJ software and hardware (LINK) and exclusive sound packs and plugins. All of the content is expertly curated on a weekly basis by a global team that helps define DJ culture. Beatport has offices in Berlin, Brighton, Denver and Los Angeles. Follow us on [Twitch](#), [Facebook](#) and [Twitter](#), and [Instagram](#).

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