

**For Immediate Release**



## **Beatport Group Announces New Executive Hires in London and Barcelona**

**Emilie Birks Named VP of Marketing at Beatport, Baptiste Grange Named VP of Marketing at Loopcloud & PlugIn Boutique, Shana White named VP of Legal and Business Affairs at Beatport**

**(LONDON and BARCELONA – JUNE 28th, 2022)** The Beatport Group, the global leader in music for DJs, producers, and their fans, announced today several new executive hires.

With over 14 years of marketing experience under her belt, **Emilie Birks** joins The Beatport Group as **Vice President of Marketing**. With a proven track record creating and executing marketing campaigns for globally recognized brands, Birks joins Beatport after 7 years at Yamaha Corporation, a company she joined in 2015. She worked her way through the ranks becoming the company's Customer Experience Strategy Lead for Yamaha Music Europe and consulting on global brand initiatives for Yamaha Corporation. Previously, Birks held positions at The Bakery Artist Management, Interguide Group, Main Room Events and AEG Live UK.

Birks is a longstanding member of Women In Music, shesaid.so, She Is The Music, and The Worshipful Company of Marketors. She is additionally the recipient of a 2020 bronze Activation B2C Award from Germany's Effie Awards and was a 2020 Women of the Future and Global Women in Marketing Finalist. She will be based in Beatport's London offices.

**Baptiste Grange** has been named **Vice President of Marketing for Loopcloud & PlugIn Boutique**. With 15+ years of experience in business development, sales, and marketing, Grange brings with him a wealth of knowledge and well-documented success. Before joining Beatport, Grange held senior Business Development positions at Ableton, Serato, and Magix. He is the Founder of Discobole Media and Big Boost, as well as the Co-Founder of QRUSH. Grange is based in Barcelona.

**Shana White** joins Beatport as **Vice President of Legal & Business Affairs**. White most recently worked for DCD Rights and contributed to intellectual property projects in the banking and pharma sector. She previously managed legal affairs at A&E Networks UK, working on History, Crime & Investigation and the BIO channel, across both commissioning and

acquisitions. White eventually became primarily responsible for music related legal matters across the large UKTV network of channels now owned by BBC Studios and worked on brands such as Dave, Gold, Eden, Drama and Alibi. White will be based in London.

“As we expand our offerings to both music creators and the music industry overall, we continue to staff the Beatport Group of companies with the most experienced and talented executives in the business,” said **Robb McDaniels**, CEO of the Beatport Group. “Emilie, Baptiste and Shana are all trailblazers in their respective fields and we are privileged to have them as leaders at Beatport.”



Emilie Birks, VP of Marketing at Beatport



Baptiste Grange, VP of Marketing at Loopcloud & PlugIn Boutique



Shana White, VP of Legal and Business Affairs at Beatport

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### **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](#).

### **For more information, contact:**

Farah Syed / Beatport  
[press@beatport.com](mailto:press@beatport.com)

John Vlautin  
[jv@spinlab.net](mailto:jv@spinlab.net)

Molly Sheban  
[molly@spinlab.net](mailto:molly@spinlab.net)