



The Beatport Group Names Sofia Ilyas to Newly Created Role of Chief Community Officer

Ilyas will oversee DEI, social action, corporate communications, emerging market growth and community partnerships at the company

(LONDON, UK – APRIL 4, 2023) – **The Beatport Group**, the global leader in music for DJs, producers, and their fans, announced today the appointment of **Sofia Ilyas** to the position of Chief Community Officer at the company. In this newly created role, Ilyas will oversee the company's diversity, inclusion and social action efforts. Additionally, she will head corporate communications, set the strategy for emerging growth markets and manage the company's numerous partnerships with DJ and producer community organizations around the world.

"As we continue to evolve and grow Beatport around the world, we want to ensure we continue to have a positive impact on our customers, our employees and the global dance community at large," said **Robb McDaniels**, CEO of The Beatport Group. "Sofia has a proven track record at building coalitions among music, hardware and technology communities and accelerating diversity and equity initiatives within our industry, which makes her perfect to lead this very important new role at Beatport."

Prior to joining Beatport, Ilyas was a Director at the innovative headphone company **Nura**, where she spearheaded PR and marketing strategy, delivering industry-first campaigns and partnerships within the music-tech and headphone sectors. Prior to that she headed her PR and marketing agency **FLOAT**, where she created and executed innovative campaigns for **DJ Sasha, Dishoom, Christian Löffler** and more. She was also a co-manager at the record label **Erased Tapes**. She has curated annual **Piano Day** events since 2016 in London and Melbourne, delivering diversity in lineups and multidisciplinary concert experiences. 2023's London edition took place at **The National Gallery**.

"Beatport has developed an enormous sphere of influence in the dance community that touches artists, DJs, music creators and fans," said Ilyas. "I'm excited to be coming into the company to focus on ensuring that all of these communities are encompassed in everything we do."

Ms. Ilyas will be based in Beatport's London offices.



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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 Beatport Group's 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, [ampsuite](#) and [LabelRadar](#) for streamlining label management and demo submissions, 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 (Streaming), 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 [YouTube](#), [Twitch](#), [Facebook](#), [Twitter](#), and [Instagram](#).

Media Contacts

John Vlautin
SpinLab Communications
jv@spinlab.net

Molly Sheban
SpinLab Communications
molly@spinlab.net

