



The Beatport Group Ups Charles Morgan to Chief Marketing Officer

(LONDON, UK - SEPTEMBER 27, 2023) – The Beatport Group, the global leader in music for DJs, producers, and their fans, announced today the promotion of **Charles Morgan** to the position of Chief Marketing Officer at the company. In this new role, Morgan will oversee marketing strategy and execution across Beatport’s diverse group of companies, including [Beatport](#), the preeminent store for electronic music DJs, [Beatsource](#) for the open-format DJ community, [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. Morgan joined Beatport in early 2022 as Senior Vice President of Strategy.

“Since his arrival at Beatport, Charles has been instrumental in the transformation of our brand and creative teams, playing a pivotal role in repositioning the company’s leading products,” said **Robb McDaniels**, Chief Executive Officer of The Beatport Group. “His work has been integral to the growth we’ve seen across our various products for DJs, Producers and labels. We’ve also seen increased growth in our overall global audience, a trend that we expect to accelerate with the world class team Charles is building around him.”

Prior to his arrival at Beatport in 2022, Morgan spent nearly a decade as Head of Strategy at Thoro Global, a consultancy he founded that provides strategic insights, to global brands and management services to multi-platinum writer/producers with billions of streams in their credits via their work with artists such as Drake, BTS, Fall Out Boy, David Guetta, Steve Aoki, Nayo, Jessie Reyez, Cat Burns and many others. He is also an owner in King of the Dot, a battle rap platform with over 3 billion minutes of viewed content on YouTube and a worldwide footprint.

Charles Morgan commented: “I’m looking forward to serving the vibrant community and extending the rich legacy of The Beatport Group, whose products have powered some of the most storied careers in music over the last 20 years. Robb has built a leadership team and vision which sets the pace for how companies in the culture must respond to the new generation of DJs, producers and creators. As a group, TBG is committed to listening and providing the tools and support they need, from studio to stage.”

Charles 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, [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. Across Los Angeles, Denver, Berlin, London, and Brighton, The Beatport Group's teams reflect the culture they serve. A passionate collective of music professionals and technologists who serve the DJ and producer communities with pride. Follow Beatport on [YouTube](#), [Twitch](#), [Facebook](#), [Twitter](#), and [Instagram](#).

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