

Jack Isquith

jisquith@gmail.com

610 306 6939

@digmusicinsider

Overview

- Digital media leader. Creator. Builder. Emissary between new technology and old media.
- Over the last 14 years, I've grown content and monetization for Slacker Radio, CDNOW, AOL Music, and Warner Bros. Records. Highlights include the overhaul of Slacker's content approach, creation of a music data analysis patent for Slacker, and executing AOL's coverage of Live 8, the most watched concert in online history. I led 13 straight quarters of digital revenue growth at Warner Bros. Records, and built the first rich media content offering at the pioneering online music retailer CDNOW.

Objective

- I love growing, engaging and monetizing audiences across multiple platforms: mobile, web sites, apps, and social media. I believe there is immense power in embracing creativity, new ideas, and change.

Employment History

04/11 - present	Slacker Radio, Inc. SVP Strategic Development and Content Programming	San Diego, CA
	<ul style="list-style-type: none">• Strategically developed Slacker's relationship with broad spectrum of music and content partners, from music labels to blue chip brands such as Apple, Verizon, Samsung, ESPN, ABC, American Public Media and Univision.• Created and secured a music data analysis patent, called "EQ".• Promoted in February 2013 to oversee content programming while maintaining strategic and business development role. Under radical new content strategy, have grown audience metrics +50% year over year.	
02/07 - 01/11	Warner Bros. Records SVP Digital Music	Burbank, CA
	<ul style="list-style-type: none">• Responsible for all aspects of the strategic development, profitability, and execution of the company's digital strategy and digital revenue operations.• Grew digital revenue for 13 straight quarters - Q2/2007-Q2/2010.• Structured, negotiated and implemented content deals with Apple/iTunes, Amazon, Rhapsody, AT&T, T-Mobile, Microsoft, & Verizon.• Transformed the labels product skus and digital pricing offerings. These redesigns were instrumental in driving WMG digital revenue growth to \$419 million, or 35.6% of total domestic recorded music revenue.	
01/03 - 01/07	AOL Executive Director - AOL Music and AOL Radio	New York, NY
	<ul style="list-style-type: none">• Oversaw ad-supported content creation and programming for AOL Entertainment, AOL Music, and AOL Radio.• Responsible for company's relationship with strategic partners Apple/iTunes, CBS Radio, XM Satellite Radio, Disney, and The Rock and Roll Hall Of Fame.• Instrumental in conceptualizing and implementing AOL exclusive coverage of LIVE 8 - the most watched music concert in online history.	
01/00 - 11/03	CDNOW Director Talent and Music Industry Relations	Philadelphia, PA
	<ul style="list-style-type: none">• Created online content offerings increasing traffic +75%.• Led Rights & Clearances department, licensing content and working through intellectual property issues. Cemented CDNOW's role as a significant vehicle for labels and artists.	

Education

1983	State University Of New York At Albany: BA Philosophy	Albany NY
	<ul style="list-style-type: none">• WCDB Albany: Music Director	

Passions

Every Day

Why Digital Media?

Everywhere

Technology has revolutionized media over the last fifteen years. I have fortunately had a front row seat, and an exciting role in the journey. Digital Media is a space that has closed the distance between dreaming and doing. I'm incredibly lucky!

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