



PROFILE

A leader at the intersection of music, finance, and tech entrepreneurship with broad subject matter expertise in the Music Industry, Start-ups, and Creative Asset Management.

I have ten years' experience forming, managing, and working within matrixed organisations and cross-functional teams, including five years as CEO of a Music Tech start-up. I've been fortunate to achieve an exit, work with GRAMMY winners, manage \$100M+ budgets, oversee a music investment portfolio, and collaborate with some of my industry idols.

As a creative thinker I subscribe to Picasso's philosophy: *when I haven't any blue, I use red.* While my inherent focus on "the forest" allows me to excel at implementing big-picture goals, I also believe out-of-the-box problem solving leads to innovation, team empowerment, and sustainable organizational growth.

TECHNICAL PROFICIENCIES

BUSINESS INTEL

Tableau
Oracle Analytics

PROJECT MGMT

Jira
Firebase
Monday

UI & DESIGN

Figma
Invision
Adobe CS

CRM

Hubspot

DATA ANALYTICS

SPSS

CLOUD SOLUTIONS

AWS

PROGRAMMING

Python 
Java 
C++ 
C# 

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CORE COMPETENCIES

- Digital Music Ecosystem
- Operations & Strategy
- International Business
- Start-ups & Emerging Tech
- P&L/Financial Analysis
- Creative Investments
- Alternative Asset Management
- Leadership/Management
- Contract Negotiation

WORK EXPERIENCE

Anderson

2016 – Present

Co-Founder & CEO

- Successfully achieved an 8-figure exit by providing a marketplace that catered to both industry leaders and artists; Drove direction and accountability to ensure delivery of short- and long-term goals with a focus on growth and team development
- Led daily standups and managed sprint schedule by captaining a team of COO, CTO, CMO, and 9 employees, ensuring that Dev and Marketing teams were in continuous sync to enable effective feature/advertisement roll outs
- Developed strategic partnerships and created marketing efforts to increase user base, successfully onboarding 15,000+ B2C users across 53 countries, with an average FTP conversion of 31% and a catalogue of 40,000+ songs and multimillion point datasets
- Leveraged sales/marketing opportunities as well as personal network to grow B2B clientele 240% in 1-year; achieved a total of 65 B2B clients including Majors, indie labels, streaming services, sync platforms, managers, and publishers
- Redefined B2B sales strategy by shifting to a Solution Selling model and segmenting clients based off contract size, maximizing the sales teams' bandwidth/effectiveness while reducing lead times from 7 to 3 months
- Exploited new marketing channels and established strategic alliances across emerging EMEA music markets that grew social engagement 8% and usership 2%
- Initiated NFT program to allow artists easy creation/dissemination of NFTs, earning the Company 3% equity per mint
- Liaised with external stakeholders including legal & governance, investors, and PR to ensure compliance, discuss financial planning, and present ideas for potential partnerships
- Analyzed and underwrote investments, especially the successful negotiation and acquisition of coding tool that accelerated development by 4 months
- Secured patents in 5 regions (US, EU, Japan, China, Korea), ensuring that proprietary technology was protected in the most tech R&D/patent-heavy global locales; Company valuation increased from €3.5M to €25M
- Prepared monthly briefing packs and in-depth financial analyses for Board meetings
- Devised and implemented an agile pandemic response plan, enabling 100% team retention, reducing operational costs 24%, and maintaining 9% MoM B2C growth

ThinkTank Music Management

2013 – 2021

Director

- Revamped personnel growth strategy to include more managers and in-house Accounting and Legal functions, leading to \$15K in reduced costs for artists while enabling company to become an international, 7-person enterprise
- Leveraged radio interviews, show appearances, and artist-tracking platforms to curate a diverse roster of 10 artists in 4 countries (US, UK, Ireland, France), resulting in \$8M in revenue
- Negotiated record and publishing deals valued from \$10K to \$3M; deals involved production and writing credits, royalty splits, rights reversions, and syncs across streaming series and film

CERTIFICATIONS

PMP	<i>Project Management Institute</i>
SCRUM MASTER 1	<i>ScrumAlliance</i>

FOREIGN LANGUAGES

FRENCH	<i>Native Proficiency</i>
HEBREW	<i>Native Proficiency</i>
THAI	<i>Intermediate Skill</i>
MANDARIN	<i>Beginning Ability</i>

DISTINCTIONS

SILVER MEDALLIST	<i>National Start-up Awards</i>
FINALIST	<i>Dublin Tech Summit</i>
ALPHA START-UP	<i>Collision Conference</i>
HONOURS THESIS	<i>Trinity College Dublin</i>
FOUNDER'S AWARD	<i>Israel Cancer Research Fund</i>

AFFILIATIONS

CONTINUOUS VENTURES	<i>Partner (via Andrson)</i>
RAHM	<i>Ambassador</i>
ICRF	<i>Visions Leadership Board</i>
MET OPERA	<i>Young Associate</i>

- Coordinated label, touring, marketing, and social teams, placing artists in the fore digitally and physically, from major streaming support to mainstage festival slots
- Conducted organic reach outs and leveraged personal network to foster brand partnerships across fashion, art, and gear segments, increasing client visibility, listener acquisition, and mutually beneficial relationships

The Milk & Honey Music Festival

2013 *Founder & Executive Producer*

- Led a 12-person team, driving development and execution of strategies for talent, venue, production management, marketing, sponsorship, and sales across all production verticals
- Secured media and marketing partnerships with newspapers, advertising companies, and news websites with combined exposure of 15M+, selling out the festival and increasing ICRF site visits 2500% over 4 months
- Raised \$1.5M in planned gifts through securing a \$500K gift along with POS donations and text-to-donate contributions

Ardent Music Management

2011 –

2013 *Senior Talent Manager*

- Oversaw the business and artistic management of 3 bands
- Owned individualized grassroots and planned marketing initiatives for clients to driver followership, increased their collective following from 19.5K to 200K+ through strategic releases, on-air concerts/interviews, and fan engagements
- As a Junior-Manager, exponentially raised tour profitability to \$5M gross by increasing tour length to include 2x the original dates/performances, revamping sales strategy to target incentivized pre-sales, and reducing costs by securing fixed rates while consolidating production equipment/vendors

Pomegranate Arts

2011 –

2012 *Touring & Marketing Associate*

- Streamlined and enhanced sales-tracking process by designing an automated, Excel-based program to leverage data for Marketing efforts for the global revival of "Einstein on the Beach"
- Provided promotional and logistical support for the yearlong celebration of Glass' 75th birthday by marketing events and managing itineraries of 60 artists across 90 international performances
- Utilized Adobe CS to design and disseminate multilingual press kits; Partnered with Marketing Director to select content

EDUCATION

Trinity College Dublin

Master of Business Administration (MBA) – Honors

Purchase College, SUNY

Bachelor of Liberal Studies - Magna cum Laude

Indiana University Bloomington

Vocal Performance; French

SELECT
ENGAGEMENTS

2021 (Digital)

- Presenter, *Audio Analysis for Enhanced Classification & Recommendation* | BPI CONFERENCE
- Featured Guest, *Daring To with Rita Trehan* | STARTUP + TECH PODCAST
- Featured Guest, *Tech Talks with Dave Savage* | TECH PODCAST
- Featured Guest, *Frequency with Corey Crossfield* | MUSIC BUSINESS PODCAST

2020 (Digital)

- Keynote, *Music-Driven Data v. Data-Driven Music* | MUSIC TECH CONF. New York
- Panelist, *Advances in Digital Music Discovery* | REEPERBAHN Hamburg
- Keynote, *The Potential for AI to Fill the Widening Value Gap in Music* | UPSTART CONF. Stockholm
- Keynote, *How & Why Does Audio Data Really Matter, and When to Use it* | IRELAND MUSIC WEEK Dublin
- Keynote, *Let's Get Digital: Using Music Data to Work Discovery Algorithms* | IRELAND MUSIC WEEK Dublin
- Presenter, *What You Need to Know about Digital Music Discovery* | INDIE MUSIC CONF. London

2019

- Keynote, *Music-Driven Data v. Data-Driven Music* | SMARTWAVES CONF. Berlin
- Panelist, *Community-Driven Music Discovery* | SMARTWAVES CONF. Berlin
- Moderator, *A&R Reimagined: Digital Tools for Human Discovery* | MONDO.NYC New York
- Presenter, *Arts and Entrepreneurship* | NDRC + DUBLIN BIC Dublin
- Keynote, *Reconnecting with Sound: The Power of Audio Data in Discovery* | IRELAND MUSIC WEEK Dublin
- Panelist, *What A&R Really Means in the Digital Age* | IRELAND MUSIC WEEK Dublin

2018

- Presenter, *Music/Tech: Industry meets Innovation* | DUBLIN TECH SUMMIT Dublin
- Keynote, *Cracking the Digital Music Model* | VARIOUS Dublin, London, NY, LA
- Presenter, *Alpha Start-up Talks* | COLLISION CONFERENCE NOLA
- Guest Speaker, *Arts Administration and Data Analysis* | TRINITY COLLEGE Dublin
- Keynote, *The Business of Music Tech* | VARIOUS Dublin, London, NY, LA

2016/17

- Guest Lecturer, *The Business of Entertainment: Industry 101* | TRINITY COLLEGE Dublin
- Keynote, *F*** the Police: Piracy is Bad...Isn't it?* | GENERAL ASSEMBLY New York
- Keynote, *Why Self-Management Isn't Self-sufficient* | VARIOUS London, Paris, New York, LA