



## Mixcloud Hires Joe Danvers-McCabe as Senior Product Manager

**London, February 6, 2018** – [Mixcloud](#) — the digital audio streaming platform that’s re-thinking radio for listeners and audio creators with over 12 million DJ sets, radio shows, and Podcasts — has announced the addition of digital media and music expert Joe Danvers-McCabe to its team as Senior Product Manager.

As Senior Product Manager, Joe will oversee the quality of Mixcloud’s digital products and help establish the platform as the home for long-form audio, with a focus on communication with both the broader Mixcloud team and the creators who provide its content.

Most recently before joining Mixcloud, Joe served as Senior Product Manager at London-based music publisher Boiler Room. Prior to that, he co-founded and served as Creative Director at Synth Media, a media agency that worked with a wide variety of arts and tech brands. After five years, the company was acquired by ad tech company Fresh8 Gaming, where Joe then worked as Product Manager. Outside of his professional life, Joe also performs music, hosts a monthly radio show, and runs the music studio 38 East.

“As someone intimately familiar with music and audio as well as digital media, Joe is the perfect person to bring on to help bridge Mixcloud’s technical team to our loyal creators and listeners,” said Nico Perez, Co-Founder and Director of Content at Mixcloud. “With him on board, we’re excited to accelerate every aspect of Mixcloud’s growth.”

“Over the years, Mixcloud has grown into one of the world’s premier audio platforms thanks to an amazing team and a dedicated community of listeners and creators,” said Joe. “I’m so thrilled to apply my professional experience in digital media as well as my personal experience as a musician and producer to help Mixcloud continue to expand and function better than ever.”

Mixcloud offers a diverse collection of serialized, long-form, and exclusive audio content, produced by some of the best tastemakers and curators in the business including: DJs such as Tiesto and Nicole Moudaber, Talking Heads frontman David Byrne, independent radio stations like London’s NTS and New York’s The Lot Radio, and Podcasts from The Guardian, Monocle and many more.

For more information on Mixcloud, please visit [www.mixcloud.com](http://www.mixcloud.com).

### About Mixcloud

Launched in 2009, Mixcloud is a digital audio streaming platform that offers a diverse collection of serialized, long-form, and exclusive audio content — over 12 million radio shows, DJ sets, and Podcasts. These shows are produced by over 1 million of the best curators and tastemakers in the business including: DJs such as Carl Cox and Tiesto, Talking Heads

frontman David Byrne, independent radio stations like London's NTS, and The Guardian Podcasts. Mixcloud's brand partnerships arm works with leading brands such as Red Bull, Adidas, Dr. Martens, W Hotels and Heineken to help them invest in culture to connect to their consumers. For more information on Mixcloud, please visit [www.mixcloud.com](http://www.mixcloud.com).