



## Mixcloud Hires Henrietta Hutchon as Brand Partnerships Account Director

**London, June 4, 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 Henrietta Hutchon as Account Director on the Brand Partnerships team. Mixcloud’s brand partnerships team helps brands like Dr. Martens, W Hotels, adidas, Jägermeister and Shure empathise, engage and activate within music and culture.

“As Mixcloud continues to ramp up its partnerships with major brands from around the world, it’s the perfect time to welcome someone with Henrietta’s experience and skills to the team,” said Nikhil Shah, Cofounder and Commercial Director at Mixcloud. “Henrietta has an authentic understanding of the culture and industry of music, as well as a deep understanding of brands and marketing. These combined skills are incredibly rare to find, making her a unique and valuable addition to the business.”



“Mixcloud has grown into one of the premier audio streaming platforms and is working with brands in increasingly innovative ways to create true cultural value for all: from cultural insight and strategy, to enabling brands to partner with and reach Mixcloud’s global community”, said Hutchon. “It’s an exciting time to be joining the company and I look forward to playing my part in building the brand partnerships team even further.”

Before joining Mixcloud, Henrietta served as Key Accounts Manager for Universal Music Group & Brands, focusing on music strategy and global partnerships with brands including Coca-Cola, HP, Absolut, and Asics. She cut her teeth as a marketer in-house at beauty giant Estee Lauder, before moving into music, managing marketing and press for a number of independent record labels and electronic artists.

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**

Founded in 2008 and 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 David Guetta and Tiesto, Talking Heads frontman David Byrne, independent radio stations like London's NTS, and The Guardian Podcasts. Mixcloud's proprietary Content ID system is capable of identifying individual tracks within radio shows and mixes, and ensuring proper payment to the underlying rights holders. Mixcloud is also pioneering culture marketing with brands such as adidas, Dr. Martens, Eventbrite, W Hotels, Jägermeister and Shure. For more information on Mixcloud, please visit [www.mixcloud.com](http://www.mixcloud.com).