



Mixcloud Hires Daniel Petruzzi as VP of Partnerships, Expanding the Company's U.S. Presence and Creator Community

New York, February 4, 2019 – [Mixcloud](#), the audio streaming platform that's fostering a global community for audio culture, has hired music industry veteran and cultural marketer **Daniel Petruzzi** as its Vice President of Partnerships. In this position, Petruzzi will be responsible for growing and deepening engagement with Mixcloud's U.S. creator community while advocating for the recently launched [Mixcloud Select](#) fan-to-creator subscription service. The Mixcloud creator community is made up of over 1.3 million passionate tastemakers and curators around the globe. With Petruzzi based in New York City, he will drive the London-born company's focus on U.S. expansion.



Prior to joining Mixcloud, Petruzzi spent over 17 years at Okayplayer, beginning as a Developer and ending as President/Creative Director. There, he drove the growth of the business by developing successful and innovative marketing programs while creating new content and revenue streams. As Creative Director, Petruzzi led every aspect of the company's visual identity including their thriving e-commerce unit. Petruzzi also led online creative services for legendary hip-hop group The Roots, including overseeing the visual identity for the annual Roots Picnic festival. He also served as Digital Strategy Director at Mass Appeal, Chief Content Officer at Knitting Factory Entertainment, and President of The Talkhouse. Petruzzi also founded Okay Space, a multi-use production studio, pop-up venue, and art gallery in Williamsburg, Brooklyn. There, he served as director, curator, and producer.

"Daniel has played a critical role in establishing Okayplayer as a cultural force in the music world and beyond, helping to define and create the gold standard for online music communities comprised of both artists and fans," said Nikhil Shah, Co-Founder of Mixcloud. "We are thrilled to have him join Mixcloud's New York office, where his culture marketing expertise and music industry knowledge will help us greatly expand our community in the world's biggest market."

“Mixcloud’s history is grounded in integrity, both toward its creator community and the music industry. They’re going through an exciting period of growth and have big ideas to evolve from being a tech platform into a culturally relevant brand,” said Petruzzi. “I’m looking forward to helping the team dig in to the U.S. scene, securing the talent partnerships needed to solidify their place as the go-to platform for creators and their fans worldwide.”

About Mixcloud

Mixcloud is an audio streaming platform connecting a global community of listeners and creators through audio culture. Listeners can access a unique collection of over 15 million radio shows, DJ mixes and podcasts produced and uploaded by over 1.3 million passionate tastemakers and curators around the globe.

Launched in 2009, Mixcloud’s mission is to build a fair and sustainable ecosystem for audio culture. The platform’s proprietary content ID system is used to identify individual music tracks played in shows, ensuring proper payment is made to all artists and underlying rights holders. Mixcloud also collaborates with brands under its in-house agency LOUD, working with the likes of Adidas, W Hotels, Sonos, Dr. Martens, Eventbrite, and more to create cutting-edge cultural solutions.

Join the Mixcloud community at www.mixcloud.com or get the app via [the App Store](#) or [Google Play](#).

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