



Mixcloud Expands Brand Partnership Capabilities with New Hire Joseph Strinati

London, January 30, 2019 – [Mixcloud](#), the audio streaming platform that’s fostering a global community for audio culture, has hired **Joseph Strinati** as Business Director of Brand Partnerships, who will grow Mixcloud’s commercial relationships with both existing and new clients globally.

“As we enter the next phase of Mixcloud’s growth, we’re excited to have an experienced business director like Joseph on board to help us create cultural value for brands, as well as contributing to the communities and scenes that we’re passionate about,” said Nikhil Shah, Co-Founder of Mixcloud.

“Joseph’s prior experience with global brands and intimate knowledge of the music industry makes him a perfect fit for our company.”



Prior to joining Mixcloud, Strinati was responsible for European business development at Cornerstone, the in-house creative agency of prominent media outlet The FADER. While there, he was also European lead on the global Diageo, Coca-Cola, and Sonos accounts. Subsequently, he headed the brand partnerships team at influential youth culture magazine LAW, working with clients such as Nike to launch their Manchester City football kit, Olympus to activate their sponsorship of London Fashion Week Mens, and Carhartt to celebrate the 100-year anniversary of their signature Chore Jacket. Earlier in his career, Strinati served as Account Director at FRUKT, again working with Coca-Cola. As the company’s global music agency, FRUKT was responsible for all music aspects of Coca-Cola’s World Cup and Olympics activations.

“I’ve spent the last 10 years helping brands resonate in culture,” said Strinati. “I’m excited to combine that experience with the strength and reach of the Mixcloud community, in order to create campaigns that bring brands and cultural communities closer together.”

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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](#).

Media Contacts

Laurie Jakobsen, Jaybird Communications, 646-484-6764, laurie@jaybirdcom.com

Bill Greenwood, Jaybird Communications, 609-221-2374, bill@jaybirdcom.com