



Soundstripe Hires Jay Harren as VP of Music

July 7, 2020 (Nashville, TN) – [Soundstripe](#), one of the fastest growing tech-enabled production music startups of the last five years, has hired 20-year music industry veteran **Jay Harren** as VP of Music. In this role, he will direct the vision and daily operations of Soundstripe’s Music Division, developing and implementing strategy, managing label operations, and maximizing revenue from the company’s growing and diverse catalog via streaming, publishing, and sync opportunities. He will be based in Soundstripe’s Nashville office.



Prior to joining Soundstripe, Harren held top positions in the radio, major label, and ticketing sectors of the music industry. He began his career in 2000 at Atlanta’s influential and groundbreaking alternative radio station 99X/WNNX, where he was Music Director as well as founder and host of the acclaimed new-music discovery program “Sunday School.” In May of 2006, he left to become A&R Manager at Columbia Records in New York, where he signed the critically and commercially successful band Manchester Orchestra as well as current country star Cassadee Pope, who performed with the band Hey Monday at the time.

In June 2012, Harren became Vice President of A&R and Artist Development at Descendant Records, a boutique-style label Sony Music Entertainment tasked him to launch and run. The label, which was home to The Lone Bellow and Colony House among others, took a forward-thinking approach by integrating Sony’s independent distribution and label-services arm, RED Music (now The Orchard), exclusively for all its artists. This allowed for a tailor-made approach to marketing and promotion for each individual project.

In 2018, Harren left the recorded music side of the industry to become Head of Music Partnerships at ticketing giant StubHub, where he led a team focused on music partners in North America. Now, in addition to his role at Soundstripe, Harren is an adjunct professor at Belmont University’s Mike Curb College of Music Business, teaching the class “Entertainment in New York.”

“Jay has an amazing track record in the music industry and a reputation for innovation,” said Micah Sannan, Co-Founder and Co-CEO of Soundstripe. “His incredible taste in music, eye for lucrative partnerships, and experience managing vast music industry teams make him the perfect choice to take our Music Division to the next level.”

“I’m so excited to be a part of a forward-thinking music company that truly embraces artist-friendly values and smart business practices,” said Harren. “When I became aware of Soundstripe and their vision for the future of the music business as well as their core values, I instantly knew that I wanted to be a part of the team there, and I’m so grateful that it’s actually happening!”

For more information on Soundstripe, visit soundstripe.com.

About Soundstripe

Soundstripe is one of the industry’s fastest growing providers of unlimited, royalty-free music for video, podcasts, and other media. It is driven by a unique subscription model that lets content creators pay a fee for usage of the music in Soundstripe’s catalog. That music is created by a team of composers, mix engineers, songwriters, producers, and other music industry professionals employed by the company to ensure that all tracks are of the highest quality. Licenses cover all uses and remain in effect should a creator choose to cancel their membership or let it expire. This approach has led to over 5 million licenses being issued for tens of thousands of customers in over 140 countries since Soundstripe’s inception in 2016.

The company is based in Nashville and was named [#1 Top Workplace in Tennessee for Small Companies](#) by The Tennessean, which also honored co-founders Travis Terrell, Micah Sannan, and Trevor Hinesley with a [best in leadership award](#). Soundstripe also won the Game-Changing Startup award in the Entertainment, Sports, and Media category at The Nashville Entrepreneur Center's 2019 NEXT Awards, and was named one of the city’s [Top 10 startup cultures](#) by Powderkeg. For more information, visit soundstripe.com.

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