



Soundstripe Promotes Tia Watkins to Director of Customer Support

August 6, 2020 (Nashville, TN) – [Soundstripe](#), one of the fastest growing tech-enabled production music startups of the last five years, has promoted 20+ year customer service veteran **Tia Watkins** to Director of Customer Support. Watkins has been with Soundstripe since October 2017, when she was the company's second hire in its Customer Care department. Beginning as a Customer Care Concierge, she worked her way up to Customer Support Manager in January 2019. Now, as Director of Customer Support, Watkins will be responsible for strategizing the branch's growth, optimizing the timeliness and efficiency of member support, and overseeing the branch's projects. She will be based in Soundstripe's Nashville office.



Watkins has been working in customer service since she was 16 years old. Raised in Anderson, IN, Watkins moved to Nashville in 2001 to attend Tennessee State University, where she graduated in 2005 with a Bachelor's Degree in Psychology. Dedicated to helping women recover from eating disorders, she worked as a Recovery Care Specialist and Supervisor at Selah House Eating Disorder Treatment Center in Anderson, IN, for four years before moving back to Nashville in July 2017, where she worked as a Dietetic and Clinical Assistant at JourneyPure. While working remotely for Soundstripe early in her tenure, she also served as a Care Advocate and Intake Specialist at Rogers Behavioral Health, where she still volunteers. She also participates in local mental health organizations such as NAMI (National Alliance on Mental Illness) and NEDA (National Eating Disorders Association). Watkins lives in Nashville with her son, Mason. A big sports fan, her favorite teams are the NFL's Indianapolis Colts, her beloved Tennessee State Tigers, and her son's peewee football and basketball teams. She enjoys being outdoors, spending time with family and friends, and Nashville's spectacular brunch scene.

"Tia has been an important member of the Soundstripe team from our early days, and there is no better person to lead our Customer Support department," said Travis Terrell, Co-Founder and Co-CEO of Soundstripe. "Her ability to solve problems for our members is key to our mission to Keep Creatives Creating, and we've been thrilled to watch her grow into a true leader."

"My alma mater's motto is 'Think. Work. Serve.' While I work to fix any issues presented to our customers, I do so with a servant's heart. That's my job, and that's what I enjoy doing," said Watkins. "I'm extremely grateful for Soundstripe, and its dedication to making sure our members always have everything they need to succeed. I'm excited to continue working with our Customer Support team to

keep raising the bar on what customer support can look like, and continue to provide genuine and whimsical care to all of our members.”

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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