



## **OpenPlay Hires Jonathan Bender as Chief Operating and Growth Officer**

January 25, 2022 (Los Angeles, CA), OpenPlay Inc., provider of the music industry's leading platform for asset and catalog management, announced today that Jonathan Bender has joined the company as Chief Operating and Growth Officer. In this role Bender will oversee client operations and expansion of the business into new markets both in the U.S. and globally. As an expert in developing digitally optimized business processes and enterprise platform development and implementation, Bender brings an unparalleled wealth of experience to OpenPlay which will be invaluable as it expands its client base and service offerings.

Prior to joining OpenPlay, Bender held multiple senior operational roles in the US and UK music industry for over two decades, including extended terms with EMI Music, Universal Music Group, Concord Music Group and as the Chief Operating Officer at SoundExchange where he oversaw a tripling of royalty distributions to over \$1 billion during his tenure.



“We are fortunate to have someone of Jonathan’s expertise and experience join OpenPlay as we enter the next phase of OpenPlay’s development. His understanding of music systems and market requirements is unmatched. I’ve known Jonathan for many years and can’t be more pleased that he is joining the OpenPlay team,” said Edward Ginis, Co-Founder.

Bender has worked on the cutting edge of asset management and operations his entire career, having overseen the delivery of multiple industry firsts for the largest music companies in the world, including the first digital transmission network for production assets and the earliest ecommerce distribution infrastructures for music companies. Over the course of his career, Bender also oversaw incredible financial growth at companies he helped lead as well as growth in market share because of initiatives he spearheaded. Bender is an established industry thought-leader, in demand speaker, and has served on multiple board of directors including the Los Angeles Chamber Orchestra and the Bill T. Jones Foundation.

“I’m thrilled to see an executive with the depth of operational and industry experience that Jonathan brings join the OpenPlay team ” said Brady Brim-DeForest, Co-Founder. “The

technology demands of the music and media markets are only accelerating and adding Jonathan to the team will enhance OpenPlay's ability to serve a rapidly expanding client base."

"OpenPlay is by far the most advanced platform supporting both major labels and independents, and I look forward to continuing my commitment to the future of music industry infrastructure," said Bender. "The evolution of the industry demands a level of sophistication to manage data, assets and rights that has been unavailable to most players until now. OpenPlay brings that sophistication within reach of the entire market, enabling labels and artists to maximize the value of their art."

To learn more about OpenPlay and its suite of music industry solutions, visit [www.openplay.co](http://www.openplay.co)

### **About OpenPlay**

[OpenPlay](http://www.openplay.co) is the world's first asset relationship management system — it bridges the gap between content creation, metadata management, distribution, and metrics. Designed and built from the ground up utilizing modern practices and best in breed technologies, OpenPlay services customers that manage the largest libraries of valuable media assets in the world. OpenPlay's coupling of an intuitive interface with an extremely powerful enterprise toolset places it in a class above its competitors. With offerings for multiple different industry verticals, their entire suite of applications has solutions for every company no matter their size. Learn more about OpenPlay at: [www.openplay.co](http://www.openplay.co)

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