



## Soundstripe Hires Joseph Owens as Director of Data Science

January 13, 2022 (Nashville, TN) - Soundstripe, a leading provider of unlimited high-quality, royalty-free music, video, and sound effects for creators, has hired seasoned data analyst **Joseph Owens** as Director of Data Science. In this role, he will bring his expertise from his past roles at Ramsey Solutions, Chegg Inc., ServiceMaster, The Pictsweet Company, and more to Soundstripe, where he will be responsible for overseeing and formalizing business intelligence initiatives, leading ML/AI strategy, and creating an environment that facilitates a data-driven culture.



Prior to joining Soundstripe, Owens held analytics roles in a variety of industries and quickly advanced to leadership level. He joined multi-million-dollar frozen vegetable manufacturer The Pictsweet Company as a Business Analyst in June 2015 and was their first analyst on staff, helping to build out their supply chain reporting processes. From there he became a Data Scientist for multi-billion-dollar home services company ServiceMaster in January 2017, supporting churn prevention initiatives in their subscription products via predictive modeling. Owens then became a Senior Data Analyst at financial success firm Ramsey Solutions in March 2018, where he was promoted to Associate Director of Analytics in March 2021. At Ramsey Solutions, he built out data science capabilities and helped standardize data collection practices, along with leading a team of data analysts and scientists in uncovering opportunities to increase product engagement, reduce subscription churn, and acquire new customers.

“We are excited to have Joseph join our team to help shape and determine what needs to be created for our customers,” said Travis Terrell, co-founder and Co-CEO at Soundstripe. “Every department at Soundstripe requires data to make the best decisions, and I am confident that the data analytics team is in great hands under Joseph’s leadership. With tens of thousands of global Soundstripe customers and with millions of licenses accumulated, Joseph’s team will be

essential in analyzing all of our product, musical, and customer data in order for us to make decisions on performance and company strategy.

I look forward to seeing the new insights and strategies he will undoubtedly bring to the table.”

“I am thrilled to join Soundstripe at this exciting time while the creator economy continues to boom,” said Owens. “Building off of the company’s established position as an essential creator resource, I see the opportunity to expand even further by fostering a data-driven culture at Soundstripe across all departments. We have some big goals ahead of us this year for Soundstripe’s growth and I can’t wait to dig into the data!”

For more information on Soundstripe, visit [soundstripe.com](https://soundstripe.com).

### **About Soundstripe**

Soundstripe is one of the industry’s fastest growing providers of unlimited, royalty-free music, stock video, and sound effects for use in videos, podcasts, and other media projects. It is driven by a unique subscription model that lets content creators pay a fee for usage of all the media in Soundstripe’s catalog, with a la carte licenses also available. This approach has led to more than 6 million licenses being issued for tens of thousands of customers in more than 140 countries since Soundstripe’s inception in 2016.

The company is based in Nashville and was named to the Top 100 of the [2020 Inc. 5000 list](#), cementing its place as one of the fastest-growing private companies in the U.S. It was selected for The Tennessean’s Top Workplaces list in both [2019](#) and [2020](#), winning special awards for [Values](#) and [Best in Leadership](#) for co-founders Travis Terrell, Micah Sannan, and Trevor Hinesley. 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](https://soundstripe.com).

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