

For Immediate Release:



## Hitmaker David Pack to Moderate SoundExchange Panel at NAMM January 23

January 19, 2015 – Anaheim, CA - The NAMM trade show, attended by over 200,000 musicians annually, will host a panel moderated by Grammy winning artist/producer **David Pack** titled ["Digital Royalties from Sound Exchange"](#) on January 23 at 4pm. This is a must attend for any recording artist who wants to plug into the fastest growing royalty source in the music industry. Last year's panel was "standing room only".

Pack will be joined by legendary Toto & Who drummer **Simon Phillips**, 2013 "The Voice" finalist, **Will Champlin**, and alt-pop artist-actor-director **Robert Coppola Schwartzman**, brother of famed actor Jason Schwartzman, who will answer questions and discuss their experience with SoundExchange from the artist's point of view.

Co-moderating the panel will be SoundExchange executives **Barry LeVine** and **Wade Metzler**, to explain everything artists need to know about this breakthrough digital royalties collection and distribution organization - a rare opportunity for NAMM attendees that are expected to reach over 250,000 during the four days of the convention.

SoundExchange is an independent nonprofit collective management organization that collects and distributes digital performance royalties to featured artists and copyright holders, helping the music and creative community thrive in the digital age. Representing recording artists – from unsigned a cappella to acid rock to multi-platinum stars and master rights owners including major and independent record labels, SoundExchange ensures that artists and copyright holders are compensated when their work is broadcast by non-interactive digital radio.

David Pack is a Grammy Award-winning musician, producer and music director of global events. His career began as co-founder, songwriter, vocalist and guitarist with the rock group Ambrosia. His collected works as a performer and producer have sold over 40 million units worldwide. Noted Ambrosia hits written and sung by Pack include gold singles "Biggest Part of Me," "You're the Only Woman (You & I)," and "How Much I Feel," as well as being co-writer of their first Top 10 hit, "Holdin' On to Yesterday." Pack is also a Grammy-winning producer for Wynonna Judd, Phil Collins, Aretha Franklin and Kenny Loggins. His next release, out on February 26, is [Beato Band's](#) self-titled album. For this project David has reteamed with his high school bandmate - drummer Fred Beato, who is well known in the music gear world as the CEO of Beato Bags, a manufacturer of quality musical equipment cases.

Barry LeVine is responsible for leading SoundExchange's artist and label outreach program, as well as driving strategic relationships with other organizations within the music community. Prior to SoundExchange, Barry spent over 25 years working in various capacities of the music industry, including entertainment relations, partnership development and relationship marketing. Most recently, Barry served as global executive VP of Entertainment Relations at Gibson Brands. There he was responsible for maximizing relationships in the entertainment world and creating awareness of their entertainment and lifestyle products worldwide.

Wade Metzler is VP Business Development for SoundExchange in the areas of Digital Music & Mobile Entertainment, Music Industry Relations, and Complex Licensing Negotiations. Wade is an accomplished and innovative business development professional with over 20 years of experience creating value at the intersection of the music industry with mobile, video game and digital technologies. For the past eight years he's been directly focused on mobile and digital content licensing, best-practice implementation tactics, marketing and new media business development worldwide.

Simon Phillips' professional musical career began at twelve, performing and recording with his father's Dixieland band. Simon soon became one of London's most celebrated session drummers. In his early twenties he was well on his way to having a brilliant musical career. To date he has toured and recorded with many bands and artists, including Mick Jagger, The Who, Jeff Beck, Peter Gabriel, Judas Priest, Roxy Music, The Pretenders and many more. He joined Toto in 1992 and produced two of their albums. He has also released six solo albums.

Born into an LA musical family, Will Champlin played Piano on Michael Jackson's last record, reached the top three on season five of "The Voice," and co-wrote "Wolves" from One Direction's *Made in The AM*. A graduate of Berklee College of Music, Will has toured with Santana, Billy Ray Cyrus, Glen Frey and more. His songwriting work on Heather Headley's *Audience of One* earned him two Grammy wins. Propelled by a loyal and amazing fan-base known as "The #Champs" Will was able to reach the Billboard Hot 100 with his rendition of "At Last."

Robert Coppola Schwartzman is a singer, songwriter, and producer best known as the lead singer/songwriter of LA alt-pop band ROONEY. He has written multiple radio hits in the US and abroad and has toured globally since 2002. He has collaborated with artists such as The Jonas Brothers, James Blunt, Demi Lovato, Kate Pierson, and many more. He launched indie label California Dreamin' Records and released music by Rooney, several other artists, and his recent solo album *Double Capricorn*, a not-for-profit release, with all profits being donated to the Tibetan Healing Fund to provide healthcare and education to women and children in Tibet.

#

#

#

For more information on David Pack please contact Susan von Seggern on [susan@susanvonseggern.com](mailto:susan@susanvonseggern.com) or 213-840-0077. For more information on SoundExchange, please contact Jacqueline Peterson on [jpeterson@soundexchange.com](mailto:jpeterson@soundexchange.com) or 202-640-5858.