

FREDDA HURWITZ JOINS MUSIC DEALERS' BOARD OF DIRECTORS AS GLOBAL STRATEGIC ADVISOR

CHICAGO, IL, UNITED STATES, April 5, 2016 /EINPresswire.com/ -- [Music Dealers](http://www.musicdealers.com) (www.musicdealers.com), the global music agency and licensing platform, is proud to announce the appointment of Fredda Hurwitz, Global Chief Strategy Officer, [Havas Sports & Entertainment](http://www.havas.com) (Havas SE), to its Board of Directors as Global Strategic Advisor.

Music Dealers' mission is to help clients realize the full potential of music to drive value for their business while providing a revenue source for artists and a stage to share their music with the world. Effective immediately, Hurwitz will advise the seven directors on how to strengthen the company's product and service growth in the advertising agency community, which will foster greater opportunities for brands to more deeply engage with consumers through the company's innovative music strategies and connect directly with people at their key passion point: music.

Hurwitz is an industry veteran who joined Havas SE in 2009 (the brand

engagement network of Havas) having held senior level strategic and management positions at Cunning, Momentum Worldwide, Redmandarin, NFL International, NHL International, and Disney Consumer Products EMEA.

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MUSIC DEALERS



Fredda Hurwitz, Global Chief Strategy Officer, Havas Sports & Entertainment

In her day-to-day role as Global Chief Strategy Officer, she oversees the development and execution of global strategic initiatives/key pitches and global marketing and communications for Havas SE as well as leading the agency's annual global research study FANS.PASSIONS.BRANDS (FPB), developed in partnership with the University of Southern California's Annenberg Innovation Lab. This year's FPB study focused on the impact of music while last year was

about global soccer. She is a regular conference speaker and a Board Director for the European Sponsorship Association.

Clay Johnson, CEO of Music Dealers, shared, "Fredda's continual innovation in brand strategy qualifies her as the ideal advisor to our Board of Directors. At Music Dealers, we continue to build deep relationships with brands and agencies and innovate in the licensing and custom music marketplace. Her impressive body of work with crucial music industry and media partners provides invaluable guidance and support." As Lucien Boyer, Chief Marketing Officer, Vivendi Group and former CEO of Havas SE said about Hurwitz, "[She's] truly a strategic thinker and can spot new opportunities and trends."

"I am truly honored to be a part of the Music Dealers' board and to be among such sharp, creative minds," says Hurwitz. "Today, music is evolving in such an interesting and exciting ecosystem, offering brands a plethora of untapped opportunities. Music Dealers understands this ecosystem from the inside out, and is perfectly placed to craft the future of music/brand relationships, that looks promising to say the least. The latest numbers from Havas SE's FPB music study speaks volumes: out of 18,000 people worldwide, 73% think that music partnerships improve brand image, while 70% think it makes a brand stand out from its competitors. 62% say it encourages them to try the brand's products and services...With my colleagues on Music Dealers' board, it's now up to us to propose strategic and innovative ways to grow, strengthen and diversify this profitable music/brand connection."

Per Eric Sheinkop, co-founder and Vice Chair of Music Dealers, "Keenly in tune to global consumer trends, Fredda was one of the first supporters of Music Dealers' philosophy, which touts that brands can leverage music to strengthen authentic relationships with their consumers. Fredda's insight and early support really helped shape our brand message, which remains true to helping clients realize the full potential of music to drive business results, and she gave us a global platform to share that message from within Havas and beyond."

About Music Dealers

Music Dealers™ is an award-recognized, full-service music partner offering a range of creative and strategic music services to help clients realize the full value music brings to their businesses. With one of the world's largest online catalogs of emerging, pre-cleared artists from around the globe, Music Dealers works with brands, agencies, TV/film networks, and gaming studios to elevate their music use through music licensing, custom music, and rights clearance, while generating significant revenue streams for its independent artist community. Music Dealers proudly works with leading, global companies that understand the powerful role of music in building connections with their target audiences, including Coca-Cola, McDonald's, Ogilvy, Havas, Viacom, AirBnB, and Spotify. Headquartered in Chicago, Music Dealers has offices in Los Angeles, New York, Atlanta, and New Orleans. For more information visit: www.musicdealers.com.

About Havas Sports & Entertainment

Havas Sports & Entertainment (Havas SE) is the global brand engagement network of HAVAS.

Part of HAVAS MEDIA GROUP, our 35 offices in 25 markets include Havas Sports & Entertainment, Ignition and Cake agencies. Dealers is perfectly placed to craft the future of music/brand relationships

Fredda Hurwitz

Our ambition is to be the best at creating meaningful connections between brands and people via their passions using creativity, media and innovation to deliver experiences, content and social

engagement.

Together we are 500+ colleagues with a diverse set of skills and backgrounds, delivering the best in strategy, research, brand communication, activation and social and live experiences globally. This enables us to provide our clients with customized solutions based on a deep understanding of what binds people together into communities: shared passions.

Our deep knowledge of fans also derives from our global study, FANS.PASSION.BRANDS, the largest piece of research ever conducted that aims to understand fans' engagement with their passions, based on what we term "the Logics of Engagement".

Havas Sports & Entertainment agencies strategically assess how brands can create emotional relationships with fans and fan communities based around their passion for sport and entertainment through content, SoMe, PR, and social experiences.

Our network now benefits from the expertise of five strategic partners: Music Dealers, a global music licensing agency and Independent Artist Community; London-based Seven46, specializing in editorial communications and bid campaigns; Benza, our brand experience partner in Brazil; eventures, an integrated communications agency in Romania and Seaters, an online platform to fill empty seats at sports and music events.

Further information can be found at www.havas-se.com and www.ignition-inc.com.

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