

Justin Oringer



(424) 270-5870



joringer@me.com



Los Angeles, CA



www.linkedin.com/in/justinoringer

Experience **Music-Tech Startups - Due Diligence and Advisory**

Los Angeles, CA

Sound Media Ventures

February 2023 - Present

- 6+ months of due diligence with the fund's Founder/CEO, including limited partner investor calls and an on-site visit to a pre-seed portfolio company. Sound Media Ventures invests in founders who transform how media, in its broadest forms, is created, distributed, and monetized. Active limited partner.

MySeat Media

August 2019 - Present

- 3+ years of ongoing strategy advisory with company's Co-Founders (CEO, CTO, CRO) on business development, product/market fit, and personal introductions to potential investors and music industry candidates for hire. MySeat's technology platform allows creators, brands, or musicians to have engaging fan experiences and revenue streams within a personalized mobile app. Active limited partner.

HIFI

New York, NY

Member Services

February 2020 - June 2022

SaaS company managing disparate music royalty income statements from over 30 sources to streamline accounting. Sold to Block Corporation, October 2023.

- Onboarded 125 users and recruited chart-topping artists, equivalent to more than \$250M in royalty earnings all within the first year of product launch, including Bruce Springsteen, Diplo, Lil Nas X, SZA, Internet Money, LAUV, The Kid Laroi, Twenty One Pilots, and The Zombies.
- Convinced leadership to invest resources to build a music industry-wide prospecting list and CRM for global business managers, artist managers, and musicians by outlining the prospect opportunities hidden in HIFI's existing bank-level encrypted database and extracting the data used to close 14 deals with business management firms.
- Developed an analytics dashboard to track HIFI event data points including conversion from outreach, event performance metrics, changes in app open rates, and referrals, focusing daily event outreach.

Airbnb Experiences / Concert Media

Los Angeles, CA

Independent Concert Promoter

September 2018 - May 2019

- The highest selling Concert Experience on the Experiences platform, generating \$60K in gross revenue, selling out 20 consecutive concerts and scaling to four cities in six months (LA, SF, NYC and Montreal).
- Hosted over 33% of guests for a second show experience by curating the bookings schedule, digital marketing series for each show, as well as analytics tracking for audience feedback and fan retention.
- Pitched brands and secured sponsorships with Airbnb, Pabst Blue Ribbon, and Stolichnaya by creating a database of first-party fan information to offer cross promotional marketing opportunities such as on-site activations, product promotions, digital marketing content, in exchange for capital to grow a talent budget.

Round Hill Music

New York, NY

Associate (Internship)

May 2018 - August 2018

Independent Music Publishing Company with more than \$1.3B in assets under management.

- Managed the integration and registrations of music catalogs acquired by Round Hill for \$200M by collaborating with the Director of Investments and CTO to create song schedules, collect all metadata, and prioritize registration gaps to maximize the investment return within a six week time-frame for more than 100,000 recording assets.
- Built an analysis of pipeline deals for five music catalogues to identify their market value and purchase price multiples by using historical royalty statements to forecast future cash flows and inform internal rate of return projections.

Stem Disintermedia

Los Angeles, CA

Associate (Internship)

May 2017 - January 2018

White label digital music distribution company powering song releases for artists such as Frank Ocean, Diddy, Brent Faiyaz, Sabrina Claudio, Fisher, Louis The Child, and more.

- Recruited new developing artists at the University of Southern California to release music through Stem, resulting in more than 50 million streams across platforms to-date, as well as three program participants signed on to major record labels (Steven Moses, Baird, Mod Sun).

Skills

Business Development: CRM (Hubspot, Salesforce, Airtable, Monday)

Data Analytics: SQL, Business Intelligence (Periscope, Tableau, Looker), MS Excel Analytics and Modeling

Finance: Music Metadata, Rights Administration, Royalty Accounting

Digital Marketing: Audience Targeting, A/B Testing, Marketing Analytics, Digital Ads, Adobe Illustrator

Education & Certifications

University of Southern California / Thornton School of Music

Los Angeles, CA

Bachelor of Science in Music Industry; Certificate in Entrepreneurship

May 2019

Music Industry Entrepreneur Award for leadership and innovation in shaping the future of the music industry.

Fogg Behavior Academy / BJ Fogg's Behavior Design Boot Camp Certificate

Healdsburg, CA

3 Day Bootcamp led by BJ Fogg, Founder of the Behavior Design Lab at Stanford University.

June 2023

Dale Carnegie / Winning with Relationship Selling Certificate

New York, NY

32 hours of classroom and simulation training at the Dale Carnegie Teaching Center.

August 2018