HEATHER TRUSSELL BUTSCH

(917) 648-2331 * HeatherLeeButsch@gmail.com

BUSINESS AFFAIRS EXECUTIVE

19 years in the music publishing sector with a proven track record of successful contract negotiation and execution and catalog use negotiation and licensing. Negotiated and drafted complex deals including more than 2500 high yield catalog licenses and songwriter agreements.

AREAS OF EXPERTISE

- Music Licensing
- Music Use Negotiation
- Contract Preparation
- Revenue Generation
- Client Services
- Growth Strategy
- Management
- Best-in-Class Execution
- Cross Functional Leadership

PROFESSIONAL EXPERIENCE

Memory Lane Music Group, LLC, New York, NY
Sr. Vice President 2013 – July 2020

Oversee and manage active music publishing catalog.

- **Business Affairs:** *Negotiate and draft complex, multi-level songwriter agreements and publishing contracts. Negotiate, draft and secure license agreements with high-profile companies including* ***Viacom, Disney/ABC, NBCUniversal, Paramount Pictures Studio, Sony Music Group, Universal Music Group and Warner Music Group, YouTube, Spotify, Facebook, Apple Music, Amazon and Peloton.*** *Negotiate and secure strategic partnerships with foreign sub-publishers and third-party rights administrators.*

  - Draft and execute numerous client agreements adding depth and diversity to catalog.
  - Draft and execute significant volume of licenses generating active flow of income.
  - Oversee transition of catalog to pan-European digital rights administrator, IMPEL, streamlining digital licensing and collection process.
  - Generate 75% increase in YouTube related income.
  - Increase mechanical royalty income by eliminating third party mechanical agency commission.

- **Business Development/Client Services:** *Lead Strategic Acquisition Team responsible for establishing acquisition goals including identifying and reviewing potential catalog asset targets and determining catalog value. Maintain strategic relationships with songwriter and catalog clients.*

  - Scout, sign and develop songwriters (more than 50 to date) increasing catalog diversity.
  - Cultivate and maintain bespoke relationships with over 150 clients via consistent communication and timely addressing of client concerns and needs.
  - Increase catalog exposure and use by initiating and maintaining relationships with various stakeholders including music supervisors, film, television and production studios, digital service providers and media companies.

- **Licensing, Royalties, Copyright & Creative:** *Negotiate high-yield foreign and domestic catalog uses. Analyze company financial reports including monthly and quarterly NPS. Analyze royalty statements to ensure accounting accuracy. Liaise with PROs (ASCAP, BMI, SESAC, SOCAN) and mechanical rights agencies to ensure timely and accurate catalog registration. Identify and implement departmental goals and deliverables, and manage staff of six.*

  - Manage transition of catalog registration process to full Common Works Registration (CWR) compatibility.
  - Develop internal catalog indexing system.
  - Improve royalty analysis and tracking by revising income source designations.
  - Increase Synchronization income by 10% by identifying creative pitching focus and targets.

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Icempta Music LLC / Princess Lola Music LLC, New York, NY 2015 - Present
Owner / Co-Owner
- Founded start-up publishing acquisition entity focused on acquisition of undervalued, mismanaged publishing assets.
- Directly oversaw due diligence and acquisition process of three publishing catalogs consisting of over 500 songs.

New York University, New York, NY 2012 - 2017
Adjunct Professor, Business Structure Of The Music Industry & Music Publishing
- Develop and instruct comprehensive, 15-week undergraduate music industry courses covering all aspects of music publishing and an overview of the roles and functions of the various music industry players. Courses include weekly lectures, individual and team projects, quizzes, midterm and final.

Memory Lane Music Group LLC 2003 - 2013
Senior Manager/Director/Vice President
- Managed Royalty and Copyright Departments to ensure accurate royalty review, processing and accounting.
- Launched contemporary music division to foster diversification of catalog.
- Launched creative department focused on strategic pitching catalog for synchronization uses.
- Ensured timely registration of songs and responded to counter-claim inquiries.

Memory Lane Music Group LLC 2001 - 2003
Assistant to President
- Coded royalty statements with internal reference numbers and entered royalty income.
- Generated royalty statements.
- Registered songs with PROs and Harry Fox and responded to catalog inquiries.

EDUCATION

New York University, New York, New York 2001
Master of Arts, Music Business

Northern Arizona University, Flagstaff, Arizona 1994
Bachelor of Science, Advertising/Broadcasting, Dean's List

PROFESSIONAL AFFILIATIONS

- Association Of Independent Music Publishers (AIMP)
- National Music Publishers Association (NMPA)
- Copyright Society of the USA (CSUSA)
- Women In Music (WIM)
- Recording Academy Professional Member

ADDITIONAL EXPERIENCE

SPIN INSTRUCTOR
Various Sports Clubs, New York, NY 2005 - Present
Curate playlists, lead and motivate class members through intense, 45-minute cardio-based cycling class.