



For Immediate Release

DARREN BRIGGS NAMED VICE PRESIDENT, TECHNOLOGY INNOVATION FOR BROADCAST MUSIC, INC. (BMI)

NASHVILLE, April 25, 2011 – Darren Briggs has been appointed Vice President, Technology Innovation for Broadcast Music, Inc. (BMI) it was today announced by James King, Senior Vice President of Business Technology for BMI. Briggs will be based in BMI's Nashville office and will report to King. Briggs was previously Vice President & Chief Technology Officer for BMI's Landmark division.



In his new role he will be responsible for leading technological change and new processes that benefit BMI's affiliates and licensees. These processes will include new business platforms and technological innovations that allow the company to advance its core business.

"Darren has been an innovator at BMI and his technological vision has strengthened BMI's services to our affiliates and licensees," said King. "He was a leader at Landmark and helped spearhead and activate the company's recognition technology, as well as its integration into BMI's distribution systems. His knack for identifying new processes and services that support BMI's mission of providing the most accurate, reliable and customer-focused technology solutions and systems makes this promotion well-deserved. His work behind the scenes for our affiliates and licensees has made BMI a leader in technology advancement in copyright management, and I know he will continue to contribute towards this in this position."

Briggs, who worked briefly at BMI in 1988 as an assistant in the Publisher Relations department, rejoined the copyright organization in 2001 as Director of Strategic Development, where he was responsible for investigating and projecting new technology trends in the music industry. He was named Senior Director in 2003 and Project Leader for Landmark Digital Services, LLC in 2004, and Vice President & Chief Technology Officer in 2006. Prior to BMI, he worked at music publishers Tree, Sony and Sony/ATV International in London as Director of Global Systems Development, and in 2000, co-founded the San Francisco-based start-up, Fatbubble, Inc. He is a graduate of Vanderbilt University with a B.S. in Mathematics.

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