



RECORDING ACADEMY® APPOINTS JOHN LOKEN TO EXECUTIVE VICE PRESIDENT, MARKETING

SANTA MONICA, CALIF. (JAN. 21, 2022) — The Recording Academy® announced today John Loken has joined the company as Executive Vice President of Marketing, effective immediately. Loken will report to Chief Operating Officer Branden Chapman and is responsible for expanding the organization’s reach and influence through elevated brand storytelling. He oversees creative services, brand communication, social media, email marketing, merchandising, analytics, and advertising, and his team uses these capabilities to engage with consumers, members and the industry at-large. Collectively their goal is to increase the public’s awareness of the Recording Academy’s higher mission, which is to use the GRAMMYs® as a platform for even greater social impact.

“I am delighted to have John join the Recording Academy as our Executive Vice President of Marketing,” said Harvey Mason jr., CEO of the Recording Academy. “We are excited to see John’s innovative expertise in brand storytelling take the Academy to new heights as the organization continues to break new ground in our global presence.”

Prior to joining the organization, Loken was senior vice president of consumer marketing at Endeavor/IMG Events where he helped reshape product, pricing and go-to-market strategy for a global portfolio of 300+ entertainment and sporting events. In this role, his team drove significant revenue and margin increases for key properties like The Miami Open and Hyde Park Winter Wonderland, and spearheaded brand launches including the UFC in China and the blockbuster touring exhibition *King Tut: Treasures of the Golden Pharaoh*. He also held past roles as executive vice president of marketing & distribution at Ticketmaster, was Live Nation Concerts’ first senior vice president of tour marketing, and led international product marketing at Warner Records and Motown Records, independent labels Discovery/China Records, and Fearless Records. Loken also co-founded the creative agency, Brands+Music, that partnered artists with corporate sponsors.

Loken runs an events workshop called The Experience Factory, whose mission is to create immersive experiences that inspire participants to take personal action and is working with the author of the international bestseller *Sapiens* to create awareness for solutions to the major challenges that face humanity.

Loken received his MBA from UCLA Anderson School of Management and holds a Bachelor of Music degree from the University of the Pacific Conservatory of Music.

ABOUT THE RECORDING ACADEMY

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music’s history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares®, and celebrates artistic excellence through the GRAMMY Awards® — music’s only peer-recognized accolade and highest



achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @RecordingAcad on [Twitter](#), "like" Recording Academy on [Facebook](#), and join the Recording Academy's social communities on [Instagram](#), [YouTube](#) and [LinkedIn](#).

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