

Native Instruments, Leading Company for Music Production and DJing, Welcomes Paul Jeszenszky as Chief Marketing Officer

London, England — January 7, 2019 Renovata & Company is pleased to announce the placement of Paul Jeszenszky as chief marketing officer for Native Instruments, a leading provider of software and hardware for computer-based audio production and DJing. Jeszenszky will drive the company's growth as a leading global music and technology brand—breathing life into its brand proposition: "Anyone can make music."

"Native Instruments is in a unique position to transform the music creation industry from niche to mainstream," says Jeszenszky, who is working out of Native Instruments' Berlin headquarters with a 90-person global marketing team. "As a passionate musician and DJ, I'm thrilled to be joining such a revered music and technology company at a pivotal time."

Native Instruments has played a significant role in the evolution of the music industry since the business was formed 22 years ago in Berlin. The company established itself as a platform provider for the industry, with the potential to unlock music creation for all. Through the rise of personal computers and the Internet, Native Instruments helped democratize the creation of digital music, turning software into an easily accessible way to create music.

The company currently employs around 600 people in its seven offices in Berlin, Los Angeles, Tokyo, London, Toronto, Paris and Shenzhen—and works closely with more than 50 international distribution partners to ensure its future growth and success. Native Instruments is currently a \$100M revenue business. In 2017, the company took a \$60M investment from the private equity firm EMH to grow the customer base 5x by bringing down barriers to music production. The goal is to achieve greater accessibility to products by moving towards a subscription model.

"Paul is a passionate growth marketer who has worked in technology for more than 20 years—and he understands the music industry," says Lisa Morgan, Renovata & Company principal. "He's the perfect person to lead the company's ambitious marketing strategy, operations and delivery on a global scale."

Prior to joining Native Instruments, Jeszenszky was vice president, growth, for Rover.com, a network of pet-sitters and dog walkers. He has also worked as director, global performance marketing for Airbnb—and vice president, marketing/chief marketing officer for Breather, a network of on-demand workspaces. Earlier in his career, he worked in marketing and leadership roles for several companies, including Google and eBay.

About Renovata & Company

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