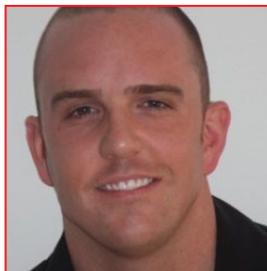


Aaron Feterl

Account Executive

Mitch Schneider Organization



Mitch Schneider Organization (MSO)

has promoted **Aaron Feterl** to Account Executive. Feterl joined MSO in 2008, beginning as an assistant to Account Executive Angela Villanueva and then assisting Senior Vice Presidents Marcee Rondan and Todd Brodinski before being promoted to Associate Publicist in February 2011 and then Publicist in August 2013. He has been involved in media campaigns for various artists in multiple genres including rock/hard rock/metal, along with festivals, cruises, venues, events and lifestyle accounts. While attending Cal Poly Pomona, Feterl interned at Island Def Jam and later at MSO. Upon completing his BA Business degree, he became a public relations assistant at MSO. Contact aaron@msopr.com.

Bob Roback

CEO

Isolation Network



The Board of Directors of **Isolation Network** has named digital music veteran **Bob Roback** Chief Executive Officer.

Roback replaces former CEO Robb McDaniels who exited the company at the end of 2014. Earlier in his career, Roback joined partner Dave Goldberg in 1994 to found LAUNCH Media. Then Yahoo! Inc. acquired the company in 2001, and Roback became Head of Music at Yahoo!, overseeing its global music operations until 2007. Most recently, Roback was President of Fender Musical Instruments Corporation where he remains a member of its board of directors. Prior to that, he served as Co-Founder and CEO of Dashbox and has also served as Co-Founder/Managing Director of The Media Farm. Contact jv@spinlab.net.

Kate Cardwell

Audio Console Development Partner

Momentum Audio Sales



Momentum Audio Sales has partnered with **Kate Cardwell** of Cardwell Creative Services to provide business development and support for Audient consoles.

Cardwell will engage both the current sales force and dealer network, provide product training and customer support and will work with customers directly as the first point of contact for recording and mastering studios, broadcast facilities, colleges and universities. In her career, she has worked as an audio engineer for live sound, studio recording and live broadcast television. She has a background in professional audio retail sales as well as territory management for manufacturers. For more information, contact brian@musicmarcom.com.

Jaime Kelsall

VP, Concerts Division

APA



APA Agency has promoted music agent **Jaime Kelsall** to VP in APA's concerts division where she will continue to develop and break new talent while managing her growing list of emerging bands. Kelsall began her career at the House of Blues in New Orleans, interning in their booking department. After graduation, she worked at Absolute Artists, assisting Bruce Solar and eventually booking the roster. In 2000, she joined The Agency Group, developing her own roster before moving to APA two years later, where she has played in integral role in developing and breaking bands such as Allen Stone, ZZ Ward and Eric Hutchinson. She currently also represents Rickie Lee Jones, Kinky, Tonic, Jill Hennessy, Blind Melon, Distant Cousins and Julian Moon. Contact mwestphal@apa-agency.com.

Damon Williams

SVP, Programming Strategy and Partnership

Music Choice



Music Choice has promoted **Damon Williams** to Senior Vice President, Programming Strategy and Partnerships. In the newly created role, Williams will lead and develop high-level programming strategies, initiatives and partnerships to help increase usage and audience for Music Choice. He will be responsible for identifying and growing external relationships to bring innovative content and monetization opportunities to the network. He will also lead new business partnerships with artists, labels, managers and third party distributors like Maker Studios and Omnia Media to help drive network usage and grow its consumer audience. For more information, contact jpaganuzzi@musicchoice.com.

Donny Gruendler

Percussive Art Society's Drum Set Committee

Musicians Institute



Musicians Institute (MI) has appointed **Donny Gruendler**, VP of Academic Affairs, to the Percussive Arts Society's (PAS) Drum Set Committee. Gruendler joins fellow educators and drummers Jason Gianni, Keith Dudek, Jenny Hoelt, Mark Powers and David Stanoch as new appointees to the PAS Drum Set Committee. The committee will share ideas and spread the word about the things PAS has to offer, not only to drum set players, but also to percussionists of all styles and genres. They will also create innovative Drum Set activities for the 40th annual Percussive Arts Society International Convention (PASIC). For more information, contact chandra@glowmarketing.com.

Mike Whelan

Senior Director, Creative

ole



Mike Whelan has joined **ole's** Nashville office as Senior Director, Creative, and will report to John Ozier, GM of Nashville Creative. Whelan joins ole from Sony Music Publishing, where he was VP of Creative Services and worked with writers and artists including two-time BMI writer of the year Casey Beathard, Tony Martin, Eric Church, Kenny Chesney and Luke Bryan. He began his career at Merit Music Publishing in 1986, working closely with producer Norro Wilson and writers such as Steve Cropper and Mentor Williams. After four years, he joined Polygram Music Publishing, and in 1994, he went to Acuff Rose Music Publishing. For additional information on this appointment, contact laurie@jaybirdcom.com.

Ed Czarnecki

Applications Engineer

Ashly Audio



Ashly Audio has hired **Ed Czarnecki** as its Applications Engineer. Czarnecki will report to Scott Leslie, Ashly's Executive Vice President, and will wear many hats in his new position. Among his duties, Czarnecki will work with consultants, integrators and distributors to provide information and training about Ashly products, both pre- and post-sale, as well as solutions to design challenges. He will convey the evolving needs of Ashly's customers to the various divisions that maintain Ashly's reputation for building affordable, reliable solutions. Czarnecki is based at Ashly's headquarters in Webster, NY and will visit consultants, integrators and installation sites for training, consultation and assistance. For more information, contact ae@ashly.com.