

## EXECUTIVE BIO



### **Ron A. Spaulding**

**Executive Operations Leader | Market Expansion | Product Marketing | Brand Innovation | Turnarounds Management | Acquisition Integration**

Ron Spaulding is a senior executive and business leader specializing in brand development and product marketing strategies, building best in class business operations, and driving dramatic turnarounds to capture market share and outpace competitors. Ron currently serves as the President & CEO of Spaulding Enterprises, a boutique consulting firm providing expert guidance to corporate clients in the technology, entertainment, management, content, and healthcare verticals. In this role, Mr. Spaulding established Silver Key Entertainment with \$35M in distribution and production deals; served as the President of inCroud, Inc. and secured \$4M in funding; and created an urban touring division for Acts Nashville that generated \$25M in top line revenue.

Between 2007 and 2014, Ron worked in a number of key executive roles for Universal Music Group (UMG), the world's leading music company with over \$6.5 billion in revenue. As Senior Vice President of Label Sales for Capital Music Group, he was responsible for integrating UMG's \$1.9B acquisition of the EMI Group and revitalizing its labels. Within 18 months, Ron expanded the company's market share from 5.6% to 7.5%, improved its market rank to #2, and created a range of marketing driven campaigns and content packages around top artists.

Previously, Ron served as the President, EVP and General Manager of Fontana Distribution, Universal Music Group's independent music division. In this role, he led change management efforts to drive growth, guided the business through two reorganizations, and managed the profitable sale and subsequent integration of the company. During his time with Fontana, Ron transformed an \$800K EBITDA loss to a \$6.5M gain, achieved more than \$95M in annual top line revenue, and doubled the company's market share, even with contracting sales figures across the music industry.

Prior to Universal Music Group, Ron served Warner Music Group (WMG) in a number of roles, most recently as the Executive Vice President of Asylum/East West Records. While at WMG, he established the concept for the new division as an internal incubator company, developed the end-to-end design and business strategy, and grew the business from zero to \$40 million in sales, within the first year.

Mr. Spaulding has been recognized with a number awards that include Universal Music Group's "Executive Star Performer" and NARIP's "Best in the Biz Award". He serves as an Advisory Board Member for both national charities and for profit companies. Outside of this professional life, Ron enjoys outdoor activities with his wife and two boys, is an avid golfer, and fitness enthusiast.