



RECORDING ACADEMY® APPOINTS SEAN SMITH TO EXECUTIVE VICE PRESIDENT OF COMMUNICATIONS; ANDIE COX ELEVATED TO VICE PRESIDENT OF COMMUNICATIONS

SANTA MONICA, CALIF. (OCT. 21, 2021) — The Recording Academy® announced today that Sean Smith will join the company in the newly created role of Executive Vice President of Communications, effective Oct. 25, 2021, and Andie Cox has been elevated to Vice President of Communications, effective immediately. Reporting to Co-President Valeisha Butterfield Jones, Smith, with the support of Cox, will lead the overall communications strategy for the Academy, including media relations, corporate communications and reputation management. Cox will report to Smith and join him in reinforcing key Academy goals and initiatives through the organization's communications efforts.

As Executive Vice President, Smith will work with the executive office to develop the Academy's communication strategy and contribute to the strategic planning process for the organization with a global focus, while directly managing communication objectives that promote, enhance and protect the organization's brand reputation. He will also lead corporate communications, event and entertainment public relations, brand reputation, and crisis mitigation and management, including the client relations and deliverables of specialized communication agencies. Cox is responsible for supporting Smith in the creation of the overall communications strategy for the Recording Academy and implementing and executing communications plans and promotions for the GRAMMY Awards® and all GRAMMY® Week initiatives. She also leads public relations efforts for the Recording Academy's 12 Chapters nationwide — ensuring the Academy brand is authentically represented throughout various Chapter events and programs — and spearheads the communication strategies for the Academy's Advocacy Department, Awards Process and Diversity, Equity & Inclusion initiatives.

"The Academy continues to expand the talent and breadth of experience within its leadership team with the appointments of Sean and Andie to their new roles in the communications department," said Harvey Mason jr., CEO of the Recording Academy. "Together with their extensive knowledge and innovation in the field, they will play a pivotal role in enhancing our communications efforts as we head into a global sphere."

Prior to joining the Academy, Smith served as executive vice president of corporate counsel at public relations firm Porter Novelli, where he led the global corporate counsel practice. In this role, he developed and led corporate reputation campaigns and managed issues for some of the world's biggest brands, including the Recording Academy. While at the organization, he served as an advisor to various CEOs and prominent executives under Porter Novelli's clientele. Earlier in his career, Smith served as the Assistant Secretary for Public Affairs at the United States Department of Homeland Security (DHS) where he managed all aspects of the Department's brand and reputation and was the principal advisor to the Secretary and several other Cabinet Members. During his tenure at DHS, Smith led the Obama administration's public response to breaking news. He also held past roles in various political campaigns, including three presidential campaigns, and served in a variety of public affairs capacities and has been a lecturer at Yale University, Johns Hopkins and the University of California San Diego.



In 2020, Smith received the PR Week Purpose Award for his work in the MusiCares® COVID-19 Relief campaign and was awarded the PRSA Silver Anvil in Issues Management. He is a member of the board of LookUp.live, an organization dedicated to addressing youth mental health and well-being, and a volunteer with the Chinook Indian Nation. Smith is also a writer, focusing on fatherhood.

Cox joined the Academy in 2014 as a Senior Manager in the Marketing Communications department and was later promoted to Director. She most recently served as Managing Director of Communications, where she led numerous communications campaigns, including strategies for the organization's membership model refresh in 2018, the Academy's first-ever Black Music Collective, and its partnership with Color Of Change. Cox also led communications efforts for the MusiCares COVID-19 Relief Fund in support of music industry professionals impacted by the COVID-19 pandemic. Prior to the Academy, Cox held roles at the GRAMMY Museum®, Victory Records, Bonneau Production Services and Ragan Communications.

In 2020, Cox received the PR Week Purpose Award for her work supporting the MusiCares' COVID-19 Relief campaign. She was also recognized on PR Week's 2021 Top 40 Under 40 list for her impactful contributions to the public relations industry.

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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