



THE RECORDING ACADEMY™ APPOINTS LISA FARRIS AS NEW CHIEF DIGITAL OFFICER MUSIC INDUSTRY VETERAN TO CONTINUE THE ACADEMY'S DIGITAL GROWTH AND DRIVE INNOVATION ACROSS PLATFORMS

SANTA MONICA, CALIF. (MARCH 6, 2019) — The Recording Academy™ today announced the appointment of Lisa Farris as Chief Digital Officer, effective Feb. 25, 2019. Reporting to Academy President/CEO Neil Portnow, Farris will be responsible for evolving the organization's digital media platforms and supporting its mission through omni-channel strategies and execution. She is tasked with transforming and innovating digital experiences, while keeping the Recording Academy attuned to the changing media landscape. Farris will lead the Digital Media team responsible for audience growth, product strategy and development, content strategy, production distribution, and data analytics.

"Lisa is a leading digital innovator who recognizes the Recording Academy has incredible opportunities to inform and inspire music fans through new products and platforms, and we're very fortunate to have someone with her depth of experience and far-sighted perspectives on the industry join our team." said Portnow. "Technology is a fantastic enabler, and Lisa knows that understanding and connecting with music audiences through iconic brands such as the Recording Academy and GRAMMY Awards® is the true differentiator."

In collaboration with the Recording Academy's leadership team, Farris will build upon the foundational elements of the organization that support all music creators, while connecting music audiences and stakeholders across digital platforms. Under Farris's leadership, the Digital Media team will continue forging relationships with technology partners to further drive innovation and improve experiences across all digital touchpoints.

"Given the continued pace of digital disruption in music, with more than 88 percent of non-radio music in the U.S. being consumed digitally, coupled with the way creators leverage technology to make music, digital sits at the core of almost everything we touch," said Farris. "Through digital advances, we have an opportunity to heighten the vital work we do supporting all music professionals, while strengthening the Recording Academy's digital ecosystem and building upon the incredible work it provides through advocacy, its charities MusiCares® and the GRAMMY Museum®, and of course, the annual GRAMMY Awards."

Farris brings two decades of experience in digital media, innovation, and market development. She has established a reputation for leveraging technology to advance businesses and enhance audience experiences. Prior to joining the Recording Academy, Farris served as chief digital & brand officer for MetricVision; co-founder of Get This, a technology that leveraged audio recognition to shop video entertainment; chief marketing officer for Move Inc.; senior vice president of strategic marketing at Universal Music Group's eLabs; and vice president of strategic marketing & new media at MCA Records. She also mentors entrepreneurship students at Loyola Marymount University and advises a summer financial literacy program there that is taught by the University's students to high school pupils.

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](#), [Tumblr](#), and [YouTube](#).

#

CONTACT

Christina Cassidy

Communications Director

T. 310.581.8670

christina.cassidy@recordingacademy.com