



Sam Alpert – Senior Vice President, Marketing, Wasserman Music

Sam Alpert is SVP, Marketing at Wasserman Music. Sam and his team have executed successful tour marketing campaigns for top talent including The National, ODESZA, Tame Impala, Idina Menzel, Why Don't We, David Guetta, Van Morrison, ZEDD, The 1975, Death Cab For Cutie, Rex Orange County and many more. In 2019 and early 2020 (pre-pandemic), they executed campaigns for more than 320 unique clients, including 140 of the top 200 top earning artists within the agency's roster. He was named to Variety's prestigious "New Leaders" list in 2020.

When tours were halted by COVID in March of 2020, Sam switched gears by leading the initiative to build a livestreaming division within the agency. Providing this ancillary business model helped keep the agency's artists at work, finding new means for them to support themselves and providing much-needed entertainment for fans stuck at home. Sam has led the execution of livestreams for artists including Billie Eilish, Jack Antonoff, Quinn XCII, Chelsea Culter, and JoJo. In May 2021, Sam launched the Wasserman Music global indie music channel and livestream series There is Light, exclusively on Twitch. There is Light initially features 20 shows from 40 artists, with performances streaming live from various independent venues across the US and UK.

Sam joined Wasserman with its acquisition of the North American music division of Paradigm Talent Agency, which he joined in 2014. Prior to Paradigm, he served as head of marketing for Ultra Records, leading marketing campaigns for Kaskade and Steve Aoki; and SVP, Marketing at The Eleven Seven Music Group and Tenth Street Entertainment, where he

lead marketing campaigns for Mötley Crüe, Blondie, Eve, and JET, among others.