

# Music Industry Veteran Kevin Day Joins Sound Royalties As Vice President Of Business Development



Los Angeles, CA – November 29, 2017 – [Sound Royalties, LLC](#), a specialty finance firm dedicated to transforming the way music professionals fund their creativity, today announced that music industry veteran Kevin Day has joined its [growing team](#) as Vice President of Business Development. Day will establish high-level strategic partnerships with key influencers within the music community, including music labels, distributors and management firms.

Bringing more than two decades of experience in the music business to Sound Royalties, Day previously founded and served as President of Skyrocket Entertainment, an award-winning music distribution company, formally known as Rocket Science. Similar to Sound Royalties'™ artist-friendly model, Rocket Science provided well-known artists, managers and record labels with turnkey solutions to independently release their works into the marketplace. For 13 years, he led the company's™ work, including consulting services, marketing, strategic planning, business development, funding and more, building it into one of the industry's™ most respected firms.

Previously, Day spent a combined 12+ years as a Sales & Marketing Executive at Universal Music, MCA Records, and Geffen Records. Throughout his career, he has worked with a wide variety of award-winning artists including KISS, Mary J. Blige, Shaggy, blink-182, The Roots, Gladys Knight, B.B. King, Dolly Parton, Common and many more.

“We are thrilled to be adding Kevin and his deep industry expertise to Sound Royalties™ leadership team,” said Alex Heiche, Founder and CEO of Sound Royalties. “In addition to his experience, Kevin brings to the company an irreplaceable instinct for creative business strategy.”

Heiche continued: “I am confident that Kevin will be a great addition to the team and develop long-lasting partnerships that will enable Sound Royalties to help even more music professionals advance in their careers.”

Day is a self-taught musician that holds a deep personal passion for music, which drives his work in the industry. He is also a professor at the Los Angeles College of Music, and a member of the school’s advisory board, where he lends his top executive-level expertise and advice.

To learn more about Sound Royalties, its growing team, and its innovative solutions to help music professionals fund their dreams, please visit: <http://soundroyalties.com/>.