



## RECORDING ACADEMY® APPOINTS ADAM ROTH AS EXECUTIVE VICE PRESIDENT OF GLOBAL PARTNERSHIPS & BUSINESS DEVELOPMENT

**SANTA MONICA, CALIF. (APRIL 9, 2024)** – The Recording Academy® has appointed Adam Roth as Executive Vice President of Global Partnerships & Business Development, effective immediately. In this role, Roth will be responsible for growing the Recording Academy's global footprint internationally through the development and negotiation of high-impact integrated partnership programs with both globally recognized brands and local, on-the-ground sponsors. Additionally, Roth will create new IP and build business around existing IP as a method for creating new global revenue opportunities for the Academy. Roth will also develop results-driven programs for the Recording Academy's [GRAMMY Awards®](#) season sponsors and create the strategic planning and sales strategy for developing new business and revenue opportunities.

"We are thrilled to have Adam as our EVP of Global Partnerships & Business Development," said [Harvey Mason Jr.](#), CEO of the Recording Academy. "Throughout his tenure, Adam's unwavering dedication and foresight have consistently delivered remarkable results for our organization. As the Academy continues its work serving music and its creators around the world, I am confident that Adam's new roles will continue to steer our business development to allow our work to expand in exciting, new ways."

Roth previously served as Senior Vice President of Partnerships & Business Development for the Recording Academy, using his deep network of industry relationships across the arts, fashion, music, entertainment, and technology industries to create 360 deals to drive new business across all entities of the Recording Academy, including [MusiCares®](#), [GRAMMY Museum®](#), and [The Latin Recording Academy®](#).

Prior to joining the organization in 2019, Roth served as vice president of strategic partnerships for the not-for-profit, membership-based trade organization Council of Fashion Designers of America (CFDA). In this role, he was responsible for bringing the CFDA and the fashion industry at-large into high-profile arenas to promote both the organization and its membership to new audiences. His accomplishments while at CFDA include creating the first-ever MTV-CFDA Fashion Vanguard Award for the MTV VMAs and implementing key marketing initiatives with the NFL for Super Bowl 50 and Google. He also spent seven years at Condé Nast, where he was in charge of developing custom programs for luxury advertising partners across their men's, women's, travel, and home brands.

Roth was named Condé Nast Marketer of the Year in 2008 of the Quarter in 2011. He also spent three years as a founding member of the New York LGBT Center's Business Mentorship program for youth ages 13-22. He holds an associate's degree from Montgomery College in Rockville, Maryland.

### 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 GRAMMY Awards and the Recording Academy, please visit [GRAMMY.com](#) and [RecordingAcademy.com](#). For breaking news and exclusive content, [follow @RecordingAcad on X](#), ["like" Recording Academy on Facebook](#), and join the Recording Academy's social communities on [Instagram](#), [YouTube](#), [TikTok](#), and [LinkedIn](#). For media assets, please visit the [Recording Academy's Press Room](#).

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