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SKILLS

Strategic partnership
development

Business growth and revenue
generation

Global licensing and rights
negotiation

Innovative music and creative
solutions

Team leadership and
cross-functional collaboration

FOCUS

Music and media strategic
partnerships

Emerging technology

Gaming and creator economy

HARRY RUTHERFORD

Director, Music Partnerships, Operations and Licensing

Summary

- Commercial partnerships and strategy professional with 12+ years' experience operating across music, entertainment, technology, gaming and creator platforms, building scalable partnerships that connect content, platforms and audiences across multiple formats and markets.
- Proven ability to create transmedia partnership opportunities, most notably through a ground-breaking partnership with Epic Games, unlocking new commercial and content models beyond traditional music licensing.
- Forward-facing operator, working directly with rights holders, artists and technology partners while actively shaping how content, licensing and emerging formats are deployed on a global basis.
- Currently leading global music partnerships and licensing strategy at Lickd for UGC and creator ecosystems, helping take the business from pre-revenue to meaningful annual turnover through long-term partnerships with major and independent rights holders.
- A driven and commercially focused operator, demonstrated through rapid career progression and repeated delivery of new revenue-driving partnerships in fast-growth companies.
- Brings a strong global network across music, technology and creator communities, with a practical interest in gaming, social platforms and the growing impact of AI on content and rights.

Work Experience

JUNE 2019 . PRESENT

Director, Music Partnerships and Operations Lickd

- Led global music partnerships and licensing strategy for a creator-focused UGC platform, operating across music, technology, gaming and social ecosystems.
- Built and scaled Lickd's licensed music offering from 9,500 tracks to over 1.5 million, securing partnerships with all major labels and publishers alongside key independent rights holders.
- Ideated and closed industry first strategic partnership with Epic Games, delivering long term commercial value and contributing a significant share of company revenue over multiple years.
- Acted as senior commercial lead across labels, publishers, artists and platform partners, managing complex stakeholder relationships at global executive level.
- Used creator usage and revenue data to support negotiations with rights holders and shape partnership strategy.
- Built and led a high performing partnerships and licensing team, supporting exponential company growth and evolving organisational needs.
- Regularly engaged with emerging trends across UGC, creator monetisation, gaming and social platforms, helping shape the company's long-term partnership strategy.

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APRIL 2017 . MAY 2019

New Business, Entertainment Disciple Media

- Led business development and partnerships for a community platform focused on artists, creators and rights holders, working across music, entertainment and digital fan engagement.
- Developed and managed strategic relationships with globally recognised artists and brands, including The Rolling Stones, Luke Bryan, ODESZA and Rudimental.
- Worked directly with artist management, labels and internal product teams to design community and monetisation strategies that strengthened fan relationships.
- Acted as a senior strategic voice in shaping Disciple's go-to-market strategy, identifying new partnership opportunities across music, media and creator communities.
- Helped position Disciple as a leading platform for artists seeking direct-to-fan engagement in an evolving digital landscape.
- Built a strong industry network spanning artists, managers, labels and digital platforms, laying the groundwork for future commercial growth.

JANUARY 2012 . MARCH 2019

Co-Founder The Firm

- Produced and supervised award-winning music campaigns for global brands, aligning creative output with commercial goals.
- Delivered original music for Emeli Sandé's BRIT Award-winning album and other notable artists, including Professor Green and Naughty Boy.
- Delivered the initial 25-album catalog for award winning production music company Out/Standard.
- Licensed and produced music for branded content, developing innovative solutions for agencies and brands.

JAN 2006 . JAN 2012

Recording Engineer and Touring Operations Freelance

- Worked across audio and operations for a 50+ stadium tour for Genesis in 2007.
- Recording engineer on albums, live sessions and concerts for artists such as Eric Clapton, Red Hot Chili Peppers, Phil Collins, John Mayer and many more.