

# THOM SKARZYNSKI

MULTIFACETED LEADER & CONSUMMATE EXECUTIVE | COMMERCE & MARKETING STRATEGIST | PROVEN GROWTH & REVENUE MULTIPLIER |

## WHO I AM

High achieving, accomplished and passionate Commerce & Marketing Executive with 20+ years of experience working with everyone from Travis Scott to Coldplay to Twenty One Pilots to Ozzy.

I have held Leadership roles at major labels in the Commerce space as well as the Marketing space. I've completed successful re-structures of teams and bring out the best in individuals and company culture.

**I have a skillset that is Marketing-minded, Sales/Revenue-based, & rooted in Analytics**  
I always am equipped with strategy and tactics to accomplish "the impossible"

## PREMIERE EXECUTIVE EXPERIENCE



### Happiness. Marketing | CONSULTING AGENCY

Owner/Founder

New York, NY

Aug 2025 Onwards

Marketing Consulting Agency focused primarily on artists who have a devoted fanbase and strong touring numbers but struggle to gain traction via sales and streaming. We primarily focus on pure album sales strategies and provide measurable results via the charts and in revenue.



### Atlantic Music Group | WARNER MUSIC GROUP

Vice President, Marketing & Revenue Strategy

New York, NY

Aug 2023 – Aug 2025

Handpicked for newly created role as Vice President, Marketing and Revenue Strategy, working across the entire roster to generate additive revenue for artists & label brands. Worked Elektra, Atlantic, 300, FBR, RR, & more.



### Epic Records | SONY MUSIC

Senior Vice President/ Head of Commerce Dept.

Los Angeles, CA & New York, NY

Apr 2018 – Apr 2023

- Restructured the Commerce department within my first six months to maximize each team members' potential, gain a better reputation internally, develop cross-functional relationships, and in turn saw exponentially increased sales, revenue, and morale.
- Curated culturally-relevant campaigns for some of the biggest albums of the past decade, including **Travis Scott's** 8x-platinum *ASTROWORLD*; **Future's** #1 *I Never Liked You*, **Ozzy's** *Patient* #9, **21 Savage**, and more



### Spotify

US Lead: Artist Marketing (SME, WMG, & Indies)

New York, NY

Nov 2016 – Apr 2018

Onboarded as one of the first ever US Leads for the newly formed Artist Marketing Division, designed to reshape the narrative surrounding Spotify in the artist and management community and stop exclusives from being delivered to competitors.

## EARLY INDUSTRY EXPERIENCE

Epic Records

Senior Director of Marketing

Sept 2014 – Nov 2016

Fueled by Ramen

Director of Marketing

June 2011 – Sept 2014

Roadrunner

Radio Promotion Coordinator

Mar 2008 – June 2011

## THE HIGHLIGHTS

### "The Rebirth": Twenty One Pilots

Maneuvered 2024's '*Clancy*' from a 40K forecast into a 143K+ actual debut.  
115K+ came from 'pure albums'.

### "Round 2: Swinging Bigger":

#### Twenty One Pilots

Blueprinted 2025's '*BREACH*' to score 200,000+ copies in its debut week;  
The highest of any rock band in the last 6 years & the band's first #1 in a decade.  
169K+ came from 'pure albums'.

### "The Rodeo": Travis Scott

ASTROWORLD 8x Platinum Album

### "The Re-Org": Epic Records

Changed Dept Narrative + Improved Results

Led team of 15 individuals to change the narrative around the department both internally and externally. Celebrated many wins and #1s.

### Spotify Becomes "Artist Friendly"

No more Apple Music Exclusives.  
Taylor Swift delivers all music back on Spotify.  
We began the arrival of the now-overdone "DSP Billboard in Times Square"

### '24 BILLBOARD 'Exec of the Week'

2024, for Twenty One Pilots' *Clancy* rollout

### '22 VARIETY Magazine 'Hitmaker'

2022, for Future's "Wait For U"