



# David Kusek

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- ★ A senior executive with a proven track record in managing successful businesses, brands and expanding markets in the software, music and media industries.
- ★ Experienced in music technology, publishing and online community building.
- ★ A dynamic leader, forward thinking, motivated and hard working.

## **President/CEO - Digital Cowboys, Cohasset, MA. 1996 to present.**

A business development and marketing practice. Clients include AOL, IBM, Island Music, A&M Records, BMG, Polygram, Roland, Yamaha, Boston Acoustics, Liquid Audio, AIX, Thinkware, Kaman Music, Arnold Communications and many others. Helped a lot of businesses expand and adapt to changing circumstances.

## **Vice President Berklee Media - Berklee College of Music, Boston, MA. 1998 to present.**

Responsible for the world's largest music college's online and offline publishing businesses and e-commerce efforts including Berklee Press and online extension school, Berkleemusic.com. Berklee Press produces and markets instructional books, videotapes, DVDs and other interactive products worldwide. Berkleemusic.com is the online music school and career development network for Berklee. Manage staff of 30 creative, business and technical people. Responsible for creating new income streams for Berklee and building multi-million dollar businesses.

## **President/CEO - Passport Designs, San Francisco, CA. 1980 to 1996.**

Co-founder of the premier developer, publisher and distributor of application software for the music industry. Responsible for all business and marketing activities. Created profitable revenue streams across multiple product lines. Managed 60 people, full P&L responsibility. Raised \$5 million in venture capital. Directed marketing programs to 7,000 retail storefronts. Created the music software market, co-developed MIDI and many other digital music standards.

## **Vice President - Star Instruments, Hartford, CT. 1976 to 1980.**

Co-founder and developer of Synare™ electronic drums, synthesizers and digital sequencers. Pioneered first use of microcomputers in electronic music products. Managed team of designers and engineers.

## **Product Manager - Electronic Music Labs, Vernon, CT. 1975 to 1976.**

One of the first three music synthesizer companies. Worked in engineering, manufacturing and marketing.

## **Accomplishments**

- Co-Author *The Future of Music: Manifesto for the Digital Music Revolution* – Berklee Press 2005
- Managed business units and marketing programs for products and services generating \$20 million in revenues.
- Raised millions in venture capital and other funding sources for multiple projects.
- Built several organizations full of loyal, successful and productive employees.
- Co-Author of successful book - *The Future of Music: Manifesto for the Digital Music Revolution*.

## **Honors and Awards and Associations**

Best Software Product 1995, MacUser Magazine, Editors Choice, 1993 Macuser Magazine, Readers Choice Award 1994, Multimedia World Magazine, Outstanding Achievement 1993, TEC Award Best New Product 1990, Macuser Magazine, Most Innovative Product 1990, 91 Music and Sound Awards Editors Choice Award 1992, PC Magazine. Win Awards 1992, Windows Magazine, 2005 UCEA Excellence Award

**Member:** Naras, Namm, AES, MIT Enterprise Forum, MMA, IAJE, MIMIC, USDLA

University of Connecticut - Storrs, CT 1980 - B.A. in Mass Communications, Computer Science and Music. Interests include guitar, recording, boating, gardening, skiing, and mountain biking.

## About David Kusek

David Kusek is a business executive and musician who has been inventing the future of music for the past twenty-five years. He was one of the first to capitalize on the commercial potential of computers and music. As an early synthesizer and electronic music pioneer, Dave cut his teeth on innovation.

At the age of nineteen, he co-invented electronic drums at Synare, which helped ignite the disco era. In 1980, he founded the first music software company, Passport Designs, which made it possible for musicians to record and produce their music at home with its award-winning software.

Kusek is also a co-developer of the Musical Instrument Digital Interface (MIDI) standard that opened up electronic music to literally millions of people. His efforts, along with others, set the stage for the desktop music market that we have today. In 1993, Kusek, with A&M Records, designed and developed the first commercially available enhanced CD that connected audio CDs to a personal computer. He also produces interactive DVDs for BMG Music, Windham Hill Records, and Berklee Press.

Today, David Kusek innovates at Berklee College of Music in Boston, Mass., the premier school for aspiring professional musicians for over half a century. Dave is Vice President of Berklee Media. In that capacity, Dave oversees some of the college's most visionary projects. These include: developing the college's online extension school Berkleemusic ([berkleemusic.com](http://berkleemusic.com)), a major initiative to expand music education worldwide; creating Berklee Shares ([berkleeshares.com](http://berkleeshares.com)), a venture that taps the potential of digital networks and music content licensing by making a broad selection of Berklee's curriculum free and universally available online; and, Berklee Press ([berkleepress.com](http://berkleepress.com)) the publishing arm of the college.

Kusek is the co-author of *The Future of Music: Manifesto for the Digital Music Revolution* – published by Berklee Press (2005). Kusek also provides strategic consulting and advisory services to companies and individuals involved in the music and entertainment industries via his consulting business Digital Cowboys.

Kusek has written for or been quoted in Billboard, Boston Globe, New York Times, Wired, Christian Science Monitor, Associated Press, San Francisco Chronicle, New York Post, Forbes, NBC-TV, Nightly Business Report, Music Row, Mass High Tech, Corante, The Deal, Inside Digital Media, Digital Music News, the Financial Times. Kusek has been interviewed on over 25 radio stations including NPR and the BBC.

He has also been a speaker and lecturer at Digital Hollywood, Plug-In, MacWorld, Comdex, PC World, NAMM, AES, Berklee College of Music and California State University.

<http://www.digitalcowboys.com>

<http://www.berkleemusic.com>

<http://www.berkleepress.com>

<http://www.berkleeshares.com>

<http://www.futureofmusicbook.com>