

## Contact

[www.linkedin.com/in/ceomattparsons](http://www.linkedin.com/in/ceomattparsons) (LinkedIn)  
[www.dittomusic.com](http://www.dittomusic.com) (Company)  
[ceomattparsons.com](http://ceomattparsons.com) (Personal)  
[paulafingers.com](http://paulafingers.com) (Personal)

## Top Skills

Digital Distribution  
Social Media  
Music Industry

## Languages

German

# Matt Parsons

I help unsigned bands and independent record labels release and promote their music

Greater Liverpool Area

## Summary

I am the CEO and co-founder of the largest Independent Digital Distributor/Licensor in the world. We employ over 170 staff in 20 countries. Ditto offer distribution, PR, publicity, publishing, marketing, strategy and social media services. Ditto Label Services and also Ditto Management is headquartered in our own 6 storey building in Shoreditch, London.

I founded Ditto Music ([www.dittomusic.com](http://www.dittomusic.com)) in summer 2005 with my brother Lee. We played in an unsigned band for 8 years, trying to get signed, promote our music and be heard. I want to give artists today the tools that we never had.

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## Experience

### Ditto Music

CEO

August 2005 - Present (16 years 10 months)

Music distribution: sell music online, digital distribution, distribute unsigned bands, digital distribution,

Record label services: release independent music, promote indie music, promote independent artists, independent music strategy

Consultancy: UK Chart consultancy, social media consultancy, music campaign management, how to break the UK charts, how to get more fans through tactics, digital distribution strategy, digital distribution management

### Unsigned Band

Drummer/ Music Producer

February 1996 - Present (26 years 4 months)

Playing hip-hop music, rock music, pop music with my band.

Music production, independent music, unsigned band

Ditto Music & Television

Independent Music TV Producer

February 2008 - January 2009 (1 year)

Promoting independent music, interviewing famous bands, how to promote indie music, filming festivals, filming live music

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