

## 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/Licenser in the world. We employ over 170 staff in 20 countries. Ditto offer distribution, PR, publicity, 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.

In 2005, disillusioned by the music industry we founded an independent record label and digital distribution company from our small apartment, started releasing our own music and it grew from there.

In January 2007 I engineered the first UK Top 40 single by an unsigned artist (Koopa). This is in the Guinness Book of World Records. We have had 11 UK Top 40s to date, 7 Irish Top 40s and an Irish number 1 and 2. Ditto Music moved into our first office in March 2007. Had our own live music TV show for most of 2008.

Specialties: Creative marketing and strategy for independent music. Legal support. Lecturing on digital music, independent music, social media, networking and indie music promotion, music promotion blogs, promote independent record label, digital distribution

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## Experience

## Ditto Music

CEO

August 2005 - Present (16 years 8 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 2 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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