



**Evan Greene**

CMO, The Recording Academy/  
The GRAMMY Awards

How does a 50-year-old brand breathe new life into its flagship product? You bring in a marketing leader like Evan Greene, that's how. Under Greene's leadership, The Academy re-positioned the GRAMMY brand in the marketplace, tripled marketing-based revenue, developed the GRAMMY's first brand image campaign, entered the live music space with GRAMMY-branded LIVE music tours, launched a dynamic social media strategy and earned its first marketing awards, including PRO, Reggie and Webby Awards.