



## **SUSAN GENCO**

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Susan Genco is Executive Vice President of Business Affairs at Global Music Rights, the performance rights organization founded by Irving Azoff. In this capacity, Susan is responsible for all business matters including spearheading the negotiation of licensing deals for the public performances of the musical works created by GMR's songwriters including performances via radio, television, live performances and digital services. She is also actively involved in the company's strategic and legislative efforts. In addition, Susan is an adjunct professor at UCLA School of Law teaching "Music Law".

Previously, Susan was Senior Vice President of Business Affairs & Music for the Guitar Hero responsible for all business affairs of the Guitar Hero franchise and supervision of the Activision Music Department. Before joining Activision, Susan was Senior Vice President of Business Affairs at Warner Bros. Records Inc. where she was a member of the senior management team, and oversaw business affairs as well as A&R administration for Warner Bros. Records and its affiliated labels. As the most senior business advisor to the Chairman, Susan led initiatives to assist the company in maintaining its market share position while adapting to a changing environment.

Susan began her career in the music business at Arista Records as an attorney. She quickly rose through the ranks under the tutelage of Clive Davis to become Vice President. Susan and her family relocated to California when she was offered a joint position as SVP, Business Affairs for EMI Records, North America and SVP, Operations for Capitol Records. In that capacity, she oversaw business affairs for EMI North America and supervised the operations of Capitol Records, including Capitol Studios and the Film, Television and Soundtrack department.

Susan received a J.D. from Harvard Law School, and a B.A., Summa Cum Laude/Phi Bet Kappa, in Economics from Wellesley College where her studies included one year at the London School of Economics. She resides in Los Angeles with her husband and three children. Susan is a member of the Wellesley Business Leadership Council; an Executive Committee member for the USO Entertainment Advisory Council; Executive Committee and Advisory Board of Entertainment Law Initiative; serves on the MusiCares Board; and is Co-Chair of The XX Fund.