



Marc Geiger

Sr V.P William Morris agency

Ex-Vice Chairman and President ARTISTdirect Inc.

Over the years, Marc Geiger has been many things: Concert promoter. Talent Agent. Record company executive. Computer whiz. However, no other role has suited him as well as Internet revolutionary—a title he earned in 1994 after recognizing the Web's enormous potential to provide a link between artists and consumers. It was then that Mr. Geiger purchased a site called UBL.com and became one of the very first to plug the music industry into the Net. His vision for the company was to create a combination of an artist channel, direct marketing and direct selling electronic commerce showcase. Since then, ARTISTdirect has become a media juggernaut, housing a talent agency, two record labels, a marketing solutions division and one of the most popular music destinations on the Internet. In 2001, Marc, then CEO of ARTISTdirect, helped bring in Ted Field to takeover as CEO and start ARTISTdirect Records, a new label chaired by the ex founder of Interscope as well as start iMusic, a new label focusing on established artists with touring fan bases.

Recently, Mr. Geiger served as the company's Vice Chairman and President, overseeing all aspects of ARTISTdirect Digital activities, including the label's branding and development, as well as online and record label operations. He began his career as a talent agent for Triad Artists (which was later acquired by the William Morris Agency) and went on to launch a division devoted to a then-burgeoning alternative music scene. In 1991, he co-created the critically acclaimed and mega-successful Lollapalooza tour, a concert package that forever changed the touring industry. Subsequently, he was hired by Rick Rubin and appointed Executive Vice President of A&R, Marketing and New Media at American Recordings. A Connecticut native, Mr. Geiger found his calling in music working as a concert promoter while still a computer science student at the University of California, San Diego.

Today, Mr. Geiger has rejoined his old teammates as the Senior Vice President for the William Morris Agency, where he is expected to bring change plus many of the new ideas he initiated on the internet to the talent agency business.

