

Contact

www.soundreef.it
(LinkedIn)

Top Skills

Music Licensing
Music Royalties
Business Development

Languages

Spanish (Elementary)
Italian (Native or Bilingual)
English (Full Professional)

Summary

DAVIDE BIANCHI is the CEO of Soundreef, a company that is modernizing the way music royalties are managed. Soundreef looks after the rights of over 43,000 authors and publishers. He wrote the book "La Musica è Cambiata" and has spoken at many of Italy's major universities. Additionally, he's a member of the Advisory Board at Università di Bari and has lectured at Università della Sapienza of Rome. Davide is a member of Endeavor and was featured in BNP-Paribas TV ads in 2014 and 2015. He holds an Economics degree from the University of Essex and a Master in International Business Economics from City University, London.

Representing over 43,000 songwriters and publishers globally, and boasting a strong base of 26,000 in Italy, Soundreef has emerged as a major European force in the music rights sector. Our state-of-the-art technology guarantees precise monitoring and distribution of royalties, ensuring trust and transparency with our members. Our diverse clientele stands as a testament to our reliability, spanning multiple areas of the music industry. Renowned artists such as Gigi D'Alessio, Laura Pausini, Pooh, Alejandro Sanz, and Ultimo; urban scene superstars like Sfera Ebbasta, J-AX, Guè, and Rkomi; iconic composers including Giancarlo Bigazzi, Maurizio Fabrizio, Takagi & Ketra, and Federica Abbate; as well as leading Italian TV composers, have all entrusted Soundreef with their rights management.

Additionally, Soundreef represents SESAC in Italy which includes music written and performed by Bob Dylan, Nirvana, Guns N' Roses, Green Day and The Cure.

The Soundreef Group, comprising Soundreef SpA, Soundreef Ltd, Soundreef OGI (Spain), and Soundreef Media Service, works harmoniously to provide a seamless royalty management experience. Our dedication to international standards in rights management was solidified with our acceptance into CISAC in 2020.

Experience

Soundreef S.p.A.

CEO

November 2015 - Present (9 years 4 months)

Rome Area, Italy

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Aliberti Editore - Il Salvagente

Author - book "La Musica è Cambiata"

January 2019 - Present (6 years 2 months)

Italy

Author of the book "La Musica è Cambiata" together with Alessandro Reale. Preface by Fedez and Matteo Fago, afterword by Prof. Avv. Guido Scorza

A story of people, great artists, determination, obstacles, defeats, successes, political intrigues, courts and an idea: a small start-up bringing down the SIAE monopoly that had been in place for more than a century. If it wasn't for Soundreef, Italy would still have the SIAE monopoly and songwriters, composers and music publishers would have no alternatives to choose from for the collection of their royalties. Dismantling a century-old monopoly was a turning point for the music industry, but it was no smooth ride, requiring years of battles in and out of court and Parliament, together with an incredible number of obstacles to overcome.

Una storia di persone, grandi artisti, tenacia, ostacoli, sconfitte, successi, intrighi politici, tribunali e un'idea: una piccola startup farà crollare il monopolio SIAE che durava da oltre un secolo. Se non ci fosse stata Soundreef, in Italia avremmo ancora il monopolio SIAE e autori, compositori e editori musicali non avrebbero alternative. Riuscire a scardinare un monopolio secolare ha rappresentato il punto di svolta nell'industria del settore, ma è stato anche un percorso impervio che ha comportato anni di fatica, battaglie dentro e fuori da tribunali e dal Parlamento e un numero inverosimile di ostacoli da superare.

Università degli Studi di Bari

Advisory Board of the Master of Science in Marketing

December 2016 - Present (8 years 3 months)

I am a member of the Advisory Board of the Master of Science in Marketing. The University of Bari Aldo Moro is one of the seven Italian universities with a complete program in Marketing (BA and MSc). They have double degree agreements with American and European universities.

Freelance

Guest Speaker

January 2009 - Present (16 years 2 months)

Università Luigi Bocconi, Milano.

Università La Sapienza, Roma

Università Roma Tre, Roma.

Università Tor Vergata, Roma

Università di Bari Aldo Moro, Bari.

Università Cattolica, Milano

Istituto Europeo di Design, Roma.

IULM, Milano

Luiss Guido Carli, Roma

LUMSA, Roma

Endeavor

Endeavor Entrepreneur

April 2017 - Present (7 years 11 months)

Italy

Endeavor is leading the high-impact entrepreneurship movement around the world.

With the support of an unrivaled network of seasoned business leaders, Endeavor works to catalyze long-term economic growth by selecting, mentoring, and accelerating the best high-impact entrepreneurs worldwide.

Endeavor supports high-impact entrepreneurs so that they can build thriving companies that employ thousands of people, generate billions in wages, and inspire countless others as role models. Together, these entrepreneurs hold the key to sustained economic growth in every part of the world.

Through a rigorous, multi-step selection process, Endeavor annually screens thousands of entrepreneurs from around the world to identify those with the best talent and potential for impact.

I have gone through the selection process and was approved by the Endeavor Board in Rio De Janeiro in April 2017.

BeatPick.com

Director / Founder

November 2005 - Present (19 years 4 months)

London, United Kingdom

BeatPick is a music licensing company and administers the rights of thousands of writers, bands, small publishers and labels. It licenses music for film, tv, advertising, websites and any other commercial use. Beatpick was founded in 2006.

Thousands of companies and individuals have licensed music from BeatPick.com.

A short list of some of our international clients include: 20th Century Fox, Mercedes Benz, Ralph Lauren, Original Marines, Toyota, Dodge, Chevrolet, K-SWISS, Bertolli, Samsung, Puma, Kellogg's, OVS industry, Max Mara, GAS

BNL Gruppo BNP Paribas

Brand Ambassador for BNL Gruppo BNP Paribas - TV and radio campaign

November 2014 - January 2016 (1 year 3 months)

As the CEO of Soundreef, I have been the spokesperson for a nation-wide campaign created by TBWA for Banca Nazionale del Lavoro. The campaign ran for four weeks on all Italian national TV and radio channels and continued

for two months in all national newspapers. The campaign aimed to raise awareness of BNL's program "Mestiere Imprese". "Mestiere Impresa" is a program designed to help Italian entrepreneurs.

SOUNDREEF LTD

CEO - Founder

April 2012 - November 2015 (3 years 8 months)

London, United Kingdom

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Università di Roma, La Sapienza.

Lecturer on contract

January 2007 - June 2015 (8 years 6 months)

Lecturer on contract at La Sapienza, University of Rome, Italy.

My course is part of the Master in Marketing and Management of Music at the Science of Communication department.

The Founder Institute

Mentor

October 2012 - May 2013 (8 months)

Mentor to a group of 20 wannabe entrepreneurs.

The Founder Institute is the World's Largest Startup Accelerator, with over 55 graduate companies across 32 cities, 13 countries and 5 continents. Through

our four month program, you can launch your dream company with expert training, feedback, and support from experienced startup founders and CEOs while not being required to quit your day job.

freelance work

Consultant / Project Management

March 2006 - December 2010 (4 years 10 months)

I have worked for several private companies and associations, successfully leading short and mid-term projects. I have taken care of raising funds mostly through public funding and state aids, assembling and managing teams in order to complete business projects with budgets ranging from 50k euro to 8million euro, organizing the financial as well as the operative and practical aspects of such projects.

IED - Istituto Europeo di Design

Lecturer on contract

June 2008 - July 2010 (2 years 2 months)

Teaching @ "New Media Design" Master Course.

MEM Corporation, Aqwa Records

Management Consultant

September 2004 - October 2005 (1 year 2 months)

Marketing, Music Licensing, Business Strategies.

Education

City, University of London

Master of Science, International Business Economics · (2003 - 2004)

University of Essex

BSc BSc (Hons), Economics · (1999 - 2003)

liceo classico manara

Maturità, Liceo Classico