

# Cherie Hu

**Writer, researcher and entrepreneur**  
specializing in the convergence of  
**music, tech and business strategy.**

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## EDUCATION

### **Harvard University**

*Bachelor of Arts: Major in Statistics, Minor in Music • Cambridge, MA, USA • Sep 2013 – May 2017*

- Coursework in political journalism, accounting, financial statistics, network analysis, business French.
- Arts contributor for *Harvard Political Review* (Jan 2016 – May 2017) and *Harvard Crimson* (Feb 2015 – May 2016); staff writer for Harvard Arts Blog (Sep 2016 – May 2017).
- Study-abroad coursework in Aix-en-Provence on postcolonial theory, Franco-Arab history and literature (Jun 2014 – Aug 2014).
- Recipient of 2016 Book Award, Department of Germanic Languages and Literatures.

### **The Juilliard School**

*Pre-College Diploma: Piano Performance • New York, NY, USA • Sep 2009 – May 2013*

- Studied piano under Yoheved Kaplinsky, Susan W. Rose Chair of Juilliard's Piano Department and Artistic Director of Juilliard's Pre-College Division.
- Advanced coursework in music theory, composition, conducting, music history, piano improvisation.

## PROFESSIONAL WORK EXPERIENCE

### **Water & Music**

*Founder, Publisher • New York, NY, USA • Feb 2019 – Present*

- Write and publish one of the leading independent newsletters in the music industry, focused on music-tech innovation.
- Organically grow newsletter to over 1,500 paying members on Patreon and over 1,100 members in Water & Music's Discord server, with a sustained server engagement rate of over 30%.
- Commission and edit long-form guest articles from journalists and music-industry insiders.
- Research and publish original databases of music/tech companies and partnership deals that have been cited in *Wall Street Journal*, *Adweek*, *Pitchfork*, *Business Insider* and many other publications.

## **New York University**

*Adjunct Professor, Researcher • New York, NY, USA • Mar 2018 – present*

- As Adjunct Professor (Jan 2021–present): Design and teach advanced elective on music and gaming at the Clive Davis Institute of Recorded Music.
- As Researcher (Mar 2018–Dec 2018): Conducted qualitative research study at the Arthur L. Carter Journalism Institute as part of the Membership Puzzle Project, on what the music industry's digital transition could teach news organizations when it comes to building sustainable membership models that foster belonging, participation and trust with users.

## **Billboard**

*Tech Contributor, Interim Business Editor • New York, NY, USA • Jul 2017 – Oct 2019*

- As Contributor: Wrote over 100 articles containing original reporting and analysis on tech trends in the music industry, for online and print. Advised on and contributed biographies to several major annual lists, including Digital Power Players, Top Music Lawyers and Branding Power Players.
- As Interim Business Editor: Pitched, wrote and copy-edited up to 10 online news articles a week. Curated daily Billboard.biz email bulletin.

## **Forbes Media LLC**

*Entertainment Contributor, Editorial Intern • New York, NY, USA • Nov 2015 – Feb 2019*

- As Contributor: Wrote over 100 articles on music-business trends, attracting over 800,000 views to date.
- As Editorial Intern: Researched and fact-checked earnings for over 20 celebrities on 2016 Forbes Celebrity 100 list, using a combination of interviews, proprietary formulas and third-party data from Nielsen, Pollstar and Songkick. Formal training in fact-checking.

## **Ticketmaster**

*Distributed Commerce Intern • Los Angeles, CA, USA • Jun 2017 – Aug 2017*

- Analyzed performance of Ticketmaster's API integration with Facebook, consolidating multiple data sources including Impact Radius, Google Analytics and Facebook click data.
- Conducted performance study of 170 active partners across Ticketmaster's wider Affiliate Program. Recommended key opportunities for organic growth in resale and last-minute ticketing to Distributed Commerce team.

## **Harvard Business School**

*Research Assistant • Cambridge, MA, USA • Jun 2015 – Sep 2015*

- One of 17 undergraduates selected to participate in highly competitive Program for Research in Markets and Organizations (PRIMO) at Harvard Business School.

- Worked with Professor Karim Lakhani to spearhead project “Music and Media: Surviving, Transforming and Thriving in the Digital Age” to identify opportunities for innovation and new business models in the digital music sphere.
- Conducted and transcribed interviews with 25 artists, label executives and startup CEOs.
- Modeled macro financial trends in the music industry, with findings published in official HBS case study on BandPage.

## SKILLS

- **Languages:** Certified business fluency in French; elementary proficiency in German and Mandarin Chinese.
- **Technical & quantitative analysis:** R, Python, Gephi, Microsoft Excel.
- **Content & project management:** G Suite, Notion, Airtable, WordPress, Drupal, Zotero, Scrivener.
- **Social media & digital communication:** Mailchimp, ConvertKit, Patreon, Twitter, Slack, Discord.
- **Other:** Fact-checking, public speaking, community management, interdisciplinary research.

## SELECT PUBLICATIONS

### BOOKS

#### ***The Artist as Technology***

*Author* • *Bloomsbury Academic* • *Publication date TBD*

- Currently writing nonfiction book about the intersection of independent musicians’ careers and tech entrepreneurship for Bloomsbury Academic’s Alternate Takes series, under editors Matt Brennan and Simon Frith.

#### ***A-List Angels: How a Band of Actors, Artists and Athletes Hacked Silicon Valley***

*Fact-checker* • *Little, Brown and Company* • *Published Mar 2020*

- Official, credited fact-checker for *Forbes* Senior Editor Zack Greenburg’s book about the history of partnerships among entertainment celebrities, talent agents and venture capitalists.

#### ***3 Kings: Diddy, Dr. Dre, Jay-Z, and Hip-Hop's Multibillion-Dollar Rise***

*Fact-checker* • *Little, Brown and Company* • *Published Mar 2018*

- Official, credited fact-checker for *Forbes* Senior Editor Zack Greenburg’s book about the entrepreneurial careers of rappers Diddy, Dr. Dre and Jay-Z.

## **FREELANCE WRITING**

*Publications listed in alphabetical order*

- **Billboard** — [Author page](#)
- **BREAKER Mag** — "[Are Smart Contracts Smart Enough For the Music Industry?](#)"
- **Columbia Journalism Review** — "[In a world of 'algorithmic culture,' music critics fight for relevance](#)"
- **Complex** — "['The Life of Pablo' Reinvented the Album As We Know It. Why Has No One Followed Suit?](#)"
- **DJ Mag** — "[The future of gaming in electronic music](#)"
- **Forbes** — [Author page](#)
- **Hot Pod News** — [Author page](#)
- **Music Ally** — "[A new breed of music accelerators – for startups and artists alike](#)"
- **Music Business Worldwide** — [Author page](#)
- **NPR Music** — "[Chinese Tech Giant Tencent Wants A Piece Of The World's Most Successful Record Label](#)"
- **Pitchfork** — "[Why So Many Hip-Hop Producers Are Putting Business Before Beats](#)"
- **Variety** — "[Fraud Has Become the Latest Hurdle for Music Streaming](#)"
- **Vulture** — "[Want to Promote Your Album? Make a Podcast About It](#)"

*A more extensive portfolio of Cherie's non-academic writing, organized by subject matter, is available at <https://cheriehu.com/portfolio>.*

## **SELECT TALKS & APPEARANCES**

### **INVITED TALKS: ACADEMIC**

- **Berklee Valencia** (Valencia, Spain) — "Five reasons why the future of music is the future of video games." Solo talk to graduate students in Berklee Valencia's Master of Arts in Global Entertainment and Music Business, as part of the program's Music Business Seminar taught by Alexandre Perrin. Mar 2021.
- **Harvard University** (Virtual) — Guest speaker to students in the course The Music of Women Creators, taught by Anne Shreffler in Harvard's Music Department. Sep 2020.
- **New York University** (New York, NY, USA) — Guest speaker in several undergraduate courses, including:
  - Music in the Media Business (taught by Jerry Del Colliano, NYU Steinhardt, Oct 2019)
  - International Music Business Marketplace (taught by Ruby Marchand, NYU Steinhardt, May 2019)
  - Writing About Popular Music (taught by Robert Levine, NYU Gallatin, Apr 2019)
  - Concert Management (taught by Mehmet Dede, NYU Steinhardt, Dec 2017)

- **Northeastern University** (Boston, MA, USA) — “The new ‘music influencer economy’: Case studies from Asia.” Solo talk to undergraduate students in Northeastern University’s Music Industry program, as part of the institution’s Global Music Industries in Context course taught by Rebekah E. Moore. Oct 2019.
- **University of Oregon** (Eugene, OR, USA) — “Why the music business is a petri dish for innovation in journalism.” Solo talk to undergraduate and graduate students in the University of Oregon’s School of Journalism and Communication, as part of the institution’s public Demystifying Media seminar series led by Damian Radcliffe. Feb 2019.
- **Cornell Tech** (New York, NY, USA) — “The music-tech landscape in 2018.” Solo talk to a combination of MBA and Computer Science graduate students in Cornell Tech’s five-week course on Big Data and Marketing, taught by Visiting Professor John Deighton. Apr 2018.

### **INVITED TALKS: B2B/INDUSTRY**

*Listed in alphabetical order by category*

#### **Solo keynotes:**

- **2112 Immersive Tech Summit** (Chicago, IL, USA) — “What’s the actual business case for virtual reality in music?” Oct 2018.
- **A2IM Indie Week** (Virtual) — “Emerging technologies in the music industry.” Jun 2020.
- **Alberta Electronic Music Conference** (Virtual) — “Fostering a more diverse digital economy for music.” Jun 2020.
- **Changes** (Melbourne, AU) — “Are we ready for music streaming beyond the phone?” Jul 2018.
- **DIY Musician Conference** (Nashville, TN, USA) — “Which social platform is best for you?” Aug 2018.
- **IFRRO World Congress** (Edinburgh, UK) — ‘The “gamification” of the music business.’ Nov 2019.
- **MUTEK Forum** (Virtual) — “A Silver Lining: Will the pandemic bring about positive change for the music industry?” Sep 2020.

#### **Panel speaker/moderator:**

- **A3C Festival** (Atlanta, GA, USA) — “The Future of Data.” Oct 2018.
- **All About Music** (Mumbai, IN) — “Apna Time Aagaya! The Rise of Non-Film Music.” Aug 2019.
- **by:Larm** (Oslo, NO) — “What makes a startup investable.” Feb 2020.
- **Founders Forum** (London, UK) — Fireside chat with Troy Carter. Jun 2019.
- **Slate’s Future Tense** (Washington, DC, USA) — “How streaming is changing music.” Jan 2019.
- **IMS Ibiza** (Ibiza, ES) — “Disruptors, No Rules.” May 2018.
- **Music Biz** (Nashville, TN, USA) — “#NEXTGEN\_NOW 2.0: Young Voices, High Industry Impact.” May 2019.
- **MIDEM** (Cannes, FR) — Keynote discussion with Troy Carter. Jun 2019.
- **Primavera Sound** (Barcelona, ES) — “The streaming status quo and what you can do about it.” Jun 2018.

- **Sónar+D** (Barcelona, ES) — “From accelerator to investment.” Jun 2016.
- **Sørveiv** (Kristiansand, NO) — “The Birth of Curation.” Nov 2017.
- **South By Southwest** (Austin, TX, USA) — “Mo' Data Mo' Problems: Music in the Age of Data.” Mar 2018.
- **Stan Lee's L.A. Comic Con** (Los Angeles, CA, USA) — “Music, Comic Books & Storytelling.” Oct 2017.
- **Tokyo Dance Music Event** (Tokyo, JP) — “The state of music streaming in Japan.” Dec 2017.
- **Web Summit** (Lisbon, PT) — “The future of music discovery.” Nov 2018.

## MEDIA APPEARANCES

*Listed in alphabetical order by category*

### Television:

- **CGTN America** — Repeat guest commentator on news surrounding Tencent Music and China's music industry. Dec 2018 – Aug 2019.
- **CNBC** — Guest commentator on anchor Jon Fortt's business and technology segment *Fortt Knox* to discuss Spotify and the future of music streaming. Apr 2018.

### Radio:

- **KPCC 89.3** — Guest commentator on John Horn's show *The Frame* about Spotify's podcast acquisition strategy. Feb 2019.
- **SiriusXM Volume** — Repeat guest commentator on *Debatable*, hosted by Mark Goodman and Alan Light, for discussions about music streaming and emerging technology. Apr 2018 – present.

### Podcasts:

- **Dotted Music** (hosted by Andrew Apanov) — Guest on episode “Musicians Marketing Themselves Like Tech Products,” exploring the similarities between musical and tech entrepreneurship. Apr 2018.
- **Music Biz Weekly** (Jay Gilbert and Michael Brandvold) — Regular guest for discussions on current events in music and technology. Aug 2018 – present.
- **Music Business Podcast** (Sam Hysell and Jordan Williams) — Regular guest for discussions on current events in music and technology. Jul 2019 – present.
- **Musonomics** (Larry Miller) — Regular guest in scripted episodes including “Go Small & Stay Home: Live Music in the Time of Crisis,” “Home Is Where the Smart Is” and “It's (Still) a Long Way to the Top: The present and future of the concert and festival business.” Jun 2017 – present.
- **Object of Sound** (Hanif Abdurraqib, Sonos Radio) — Guest on episode “This Summer of Live Music,” exploring the future of the live music industry after the COVID-19 pandemic. Jul 2021.
- **Reset** (Arielle Duhaime-Ross, Vox) — Guest on scripted episode “Video games are the new concert venues,” about the rise of in-game concerts during the COVID-19 pandemic. Jun 2020.

- **Switched on Pop** (Nate Sloan and Charlie Harding, *Vox*) — Guest on scripted episode “Why lo-fi is the perfect background music.” May 2020.
- **The Future of What** (Portia Sabin)— Regular guest for discussions on current events in music and technology. Jan 2018 – present.
- **UCLA Innovating Music Podcast** (Gigi Johnson) — Guest on episode “Reporting from the Leading Edge of Music and Tech.” Nov 2018.

## AWARDS, AFFILIATIONS & SERVICE

### AWARDS

#### **Reeperbahn Festival**

*International Music Business Journalist of the Year • Hamburg, DE • Sep 2017, Sep 2018*

Consecutive two-time winner of annual award honoring highest-level work in international music business journalism, decided based on a combination of industry-insider nominations and public audience voting.

#### **Harvard University**

*Book Award, Department of Germanic Languages and Literatures • Cambridge, MA, USA • May 2016*

Sole recipient of annual award honoring a top-performing student in a Germanic Language course.

### PROFESSIONAL AFFILIATIONS

*Listed in alphabetical order*

- **Asian American Journalists Association** — Since May 2018.
- **Authors Guild** — Since Aug 2019.
- **Music Business Association** — Since Jan 2020.
- **Women in Music** — Since Apr 2016.

### JURY & MENTORSHIP APPOINTMENTS

*Listed in alphabetical order*

- **Factory Berlin** (Berlin, DE) — Creative Jury Board member and mentor, Artist-in-Residence program. Aug 2019 – Feb 2020.

- **International Sound Awards** (Hamburg, DE) — Jury member. Sep 2020.
- **Product Hunt** (Virtual) — Featured online mentor, music-tech strategy. Aug 2020 – present.
- **Reeperbahn Festival** (Hamburg, DE) — Board member, ANCHOR Award. Sep 2019.
- **South by Southwest** (Austin, TX, USA) — Mentor, music-tech and journalism tracks. Mar 2019.
- **Techstars Music** (Los Angeles, CA, USA) — Mentor, pitch practice. May 2019.

## **VOLUNTEER EXPERIENCE**

### **Sound Thinking NYC**

*Mentor, Guest Speaker • New York, NY, USA • Jul 2018 – present*

Moderate and speak on annual panels introducing young high-school women to career opportunities in the music industry, in partnership with the CUNY Creative Arts Team (CAT) and the NYC Mayor's Office of Media and Entertainment (MOME).

### **Scarsdale Schools Young Writers' Workshop**

*Workshop Facilitator • Scarsdale, NY, USA • Nov 2018 – present*

Organize and lead free, annual workshops with 30 elementary- to middle-school students on introduction to music journalism and criticism.