

# RYAN M. LANG

20 Plaza St. East, D23 • Brooklyn, NY 11238 • 717-451-8194 • ryan.matthew.lang@gmail.com

## EXPERIENCE

---

### **YouTube, New York, NY**

#### **Manager, Music Publishing Partnerships (North America)**

February 2017 to January 2023

- Managed accounts of major publishing partners and third-party rights administrators, including Sony Music Publishing, Universal Music Publishing, Warner Chappell Music, Orfium, Create Music, and Vydia.
- Implemented data exchange and sound recording match files to optimize revenue and market share growth for each major partner, resulting in consistent annual growth.
- Created and presented business plans for US and EMEA (Europe, Middle East, and Africa) regions, summarizing global deal performance for annual and quarterly executive reports.
- Developed and implemented revenue tracking tools to monitor and analyze major partner recoupment, resulting in more efficient tracking and transparency for each partner's finance team.
- Managed bi-weekly and monthly financial meetings with partners to discuss data quality, conflict rates, market share, takedown rights, feature requests, revenue trends, monthly earnings, and minimum guarantee analysis.
- Managed relationships with Performance Rights Organizations (ASCAP and GMR) and several GTA Roleplay Gaming Creators (Penta, Spaceboy, and Timmac).
- Spearheaded the NMPA Accrued Royalties Program opt-in agreement process, successfully onboarding over 200 partners.
- Launched the Creator Music and Creator Rev-Share offerings to publishing partners, securing partnerships with 5+ strategic partners.
- Introduced YouTube Shorts to partners, forming partnerships with 3+ key partners.
- Organized educational workshops across North America, launching a new asset model in 2017, and provided training on YouTube topics such as Content ID and conflict management until 2022.
- Managed sync license negotiations with Music Legal from 2017-2018, including organizing licenses for the 10/4 Google Hardware event in 2017.
- Created a sync license working group with Music Legal to support licensing and rights identification for Google through 2022.

### **Spirit Music Group, New York, NY**

#### **Director, New Media & Mechanical Licensing**

November 2013 to February 2017

#### **Manager, New Media & Mechanical Licensing**

March 2013 to November 2013

#### **Coordinator, New Media & Mechanical Licensing**

September 2010 to March 2013

#### **Licensing Assistant**

October 2009 to November 2010

- Recognized financial opportunity in YouTube in 2013, securing a direct deal in 2014 resulting in 126% annual growth until 2017.
- Negotiated and secured a six-figure settlement with app developer FreshPlanet, establishing a long-term partnership agreement.
- Identified a copyright violation in "Jump Around" by House of Pain, leading to a six-figure settlement and 20% ownership of the song.
- Negotiated and managed over thirty licensing agreements for various rights (print, new media, brand management, merchandise, etc.).
- Prepared and presented financial reports on departmental performance, including YouTube, streaming services, and third-party blanket deals.
- Responsible for drafting, sending, and following through on agreements for various license types, including home video, trailer, merchandise, lyrics, web video, arrangement, and mechanical licenses.
- Improved the process of obtaining mechanical and digital licenses by negotiating blanket agreements with major music labels.

# RYAN M. LANG

20 Plaza St. East, D23 • Brooklyn, NY 11238 • 717-451-8194 • [ryan.matthew.lang@gmail.com](mailto:ryan.matthew.lang@gmail.com)  
(Page 2)

## EDUCATION

---

### **Certificate in Computer Software Engineering (In Progress)**

*Columbia University, School of Engineering - New York, NY*

Expected Completion

June 2025

#### Selected Coursework:

Computer Science Fundamentals

Software Dev. and Coding with AI

Server Side Dev. (MERN Stack, Template Eng.)

Deployment & Delivery

Databases (SQL, PostgreSQL, MongoDB)

Browser Based Tech. (HTML, CSS, JavaScript)

API's (Client-Server Model, Browser API's, RESTful API's, JSON)

Java, C#, Amazon Web Services

### **Bachelor of Music, Music Business and Guitar Principal**

2009

*Berklee College of Music - Boston, Massachusetts*

Graduated Cum Laude

#### Selected Coursework:

Music Publishing

Principles of Marketing

Management Techniques

Advanced Legal Issues/Contractual Negotiations

Music Business Intermediaries

Advanced Record Company Operations

## REFERENCES

---

**Eric Knapp**, *YouTube, Manager, Publishing Partnerships (North America)*  
(212) 729-9892 | [knapperic@gmail.com](mailto:knapperic@gmail.com)

**Suzette Bishop**, *YouTube, Manager, Publishing Partnerships (North America)*  
(516) 238-4311 | [suzette.c.bishop@gmail.com](mailto:suzette.c.bishop@gmail.com)

**Alex Holz**, *YouTube, Manager, Music Operations*  
(201) 220-2083 | [alexbhlz@gmail.com](mailto:alexbhlz@gmail.com)

**Kyle Pierce**, *Meta, Music Product Business Development*  
(650) 499-6962 | [kylebrandonpierce@gmail.com](mailto:kylebrandonpierce@gmail.com)

**Jon Singer**, *Spirit Music Group, Chairman*  
(646) 234-9253 | [jons@spiritmusicgroup.com](mailto:jons@spiritmusicgroup.com)

**Pete Basgen**, *Lightstream, Gaming, Esports and Experiential Partnerships*  
[peter.basgen@gmail.com](mailto:peter.basgen@gmail.com)