



**JOEL SIMON**  
**CEO/Creative Director**  
**JSM Music**

JSM Music is a global commercial music production leader for the world's most influential and compelling brands for over the past two decades. Constantly evolving and always choosing to take the roads less traveled, JSM remains ahead of the curve by exclusively securing the finest global creative musical talent, while always nurturing and expanding its unique original vibe, philosophy and creative vision. Located in its beautiful 10,000 Sq. Ft Noho Penthouse studios in downtown NYC, JSM is one of the worlds most

comprehensive recording and creative resources.

Embracing new ideas and technologies, with the goal of working towards powerful creative and quantifiable solutions for its clients, JSM has paved the way in musical equities and sonic branding. Led by Joel Simon, JSM's reciprocal relationship with its clients is as true, die hard creative partners. JSM and their work has been featured in Billboard, Creativity, Ad Age, New York Post, Adweek, NY Times, Forbes, Business Insider, Crain's New York Business, Buzzfeed, Mashable, Mix, Co. Create, Fast Company, Entrepreneur, Inc., among countless others.

For their massive body of prolific work spanning decades, Simon and JSM have been awarded dozens of gold, silver, and bronze Clio's, Grammy Awards, multiple AICP awards and Cannes Lions, 3 Emmy's, over a dozen Addy's, One Show awards, multiple London International Awards, Gold Ad Age Hispanic Creative Advertising Awards and the 2014 AMP Best Song Award for GoDaddy's 2014 Super Bowl spot "Body Builder".

A Cornell University graduate and 2007 Crain's Business 40 Under 40 honoree, Simon has been a frequent judge of creative work for the global advertising and music industries, including MIDEA, Advertising Week, Billboard Music Conferences and AICP. His expertise is called upon for public presentations, university seminars and television interviews. Bloomberg Television recently called on Simon to be its "Mystery Guest" representing the advertising and commercial music production industry, is a regular speaker at the Steinhardt School at NYU, and at his alma mater, Cornell University.

Most recently, 2013 and 2014 have turned out to be a stellar years for Simon and JSM. They were honored to have been involved in many award winning projects that included a Cannes Integrated Lion, a London International Award, Grand Midas Award, AICP awards, Effies, Addy's, SHOOT Top 10 inclusions for Music & Sound, 2013 Emmy Award nomination and composed and produced the music for 6 Super Bowl commercials in the past three years.

Determined to channel his success to help others, Simon is a benefactor to many charities. He is also an avid, rabid golfer, lifelong boxing fan, and remains carb free.