**BMI NAMES ALEX FLORES SENIOR VICE PRESIDENT, CREATIVE**

New York, NY, July 18, 2018- [**BMI (Broadcast Music, Inc.)**](http://www.bmi.com) is pleased to announce that **Alex Flores** has been named **Senior Vice President, Creative**. Flores will be based out of BMI’s Los Angeles office and will report to Mike Steinberg, Executive Vice President, Creative & Licensing, beginning August 6th.

Flores will oversee the Creative teams in BMI’s six offices in New York, Los Angeles, Nashville, Atlanta, London and San Juan, helping support the Company’s songwriting community and cultivating key industry relationships. She will also oversee the continued development and execution of acquisition and retention strategies that are in line with BMI's overall mission of growing our leading market share across all genres of music.

“I’m thrilled to welcome Alex to BMI,” said Steinberg. “She brings a wealth of experience across multiple industries that will greatly benefit BMI’s current and future songwriters and composers. I look forward to seeing her lead our Creative team to build upon BMI’s unparalleled roster of established and developing talent and our tremendous success in fostering career-defining opportunities for the music creators we represent.”

Before joining BMI, Flores held various positions at BMG including her most recent post as Senior Vice President of Marketing, North America. In that role, she managed the day-to-day operations of the U.S. Synch Marketing teams while continuing to secure placements for BMG’s repertoire across all media platforms. Flores also worked closely with her international counterparts, songwriters, producers and artists to maximize synch opportunities in the U.S. as well as acquire talent and renew deals. She joined BMG in 2012 as a Director, Marketing, Film & Television where she was responsible for placing music in films, TV shows and soundtracks. She also held positions of increasing responsibility at Walt Disney Studios, Universal Pictures and Univision Music Group.

Flores has an MFA from Loyola Marymount University and a BA from Universidad Iberoamericana Noroeste.

**ABOUT BMI:**

Celebrating over 77 years of service to songwriters, composers, music publishers and businesses, Broadcast Music, Inc.® (BMI®) is a global leader in music rights management, serving as an advocate for the value of music. BMI represents the public performance rights in nearly 13 million musical works created and owned by more than 800,000 songwriters, composers, and music publishers. The Company negotiates music license agreements and distributes the fees it generates as royalties to its affiliated writers and publishers when their songs are performed in public. In 1939, BMI created a groundbreaking open-door policy becoming the only performing rights organization to welcome and represent the creators of blues, jazz, country, and American roots music. Today, the musical compositions in BMI’s repertoire, from chart toppers to perennial favorites, span all genres of music and are consistently among the most-performed hits of the year. For additional information and the latest BMI news, visit [bmi.com](https://t.e2ma.net/click/z4wncb/jkun5m/3b9wmk), follow us on Twitter [@BMI](https://t.e2ma.net/click/z4wncb/jkun5m/j49wmk) or stay connected through Broadcast Music, Inc.‘s [Facebook page](https://t.e2ma.net/click/z4wncb/jkun5m/zwaxmk). Sign up for [BMI*’*s The Weekly](https://t.e2ma.net/click/z4wncb/jkun5m/fpbxmk)™ and receive our e-newsletter every Monday to stay up to date on all things music.

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