



Lauren Apolito
Vice President, Business Development
The Harry Fox Agency

Lauren Apolito is the Vice President, Business Development for the Harry Fox Agency, Inc. (HFA). She is responsible for creating new business opportunities with distribution and technology partners in support of HFA's growth and diversification strategy. She manages the execution and implementation of new deals, analyzes the economics of new business models, and develops new business processes. Lauren has worked extensively with digital licensees such as subscription services, "a la carte" download services, ringtone providers, online lyrics and tablature sites, and others. She and her team developed HFA's "Express Live" licensing program, which enables the immediate availability of live concert recordings. In addition, Lauren has led efforts to develop HFA's bulk digital licensing program and is involved in various music industry initiatives pertaining to digital licensing. She has spoken at CMJ and other industry conferences.

Apolito joined HFA in 2001 from Citigroup, where she was Vice President in the eBusiness division. She played an integral role in creating, launching and marketing Internet-based solutions for corporate clients. Apolito created partnerships with technology providers and analyzed investment opportunities in the digital arena. She also functioned as a relationship manager to a roster of top corporate clients, facilitating their transition from the terrestrial to ecommerce world.

Prior to Citigroup, Apolito was an Assistant Vice President at Nikko Securities where she focused on strategic planning and developing new business opportunities arising from financial deregulation in both Asia and Latin America. Before joining Nikko, Apolito held the position of Vice President/Business Development at International Resources Holdings. At IRH, Apolito provided investment-consulting services and raised venture capital for innovative start-up entities. Apolito joined IRH from Ampex International, where she specialized in real estate and equity management.

Apolito has a GP-MBA in Finance and International Business from Fordham University, Graduate School of Business. She also has a B.A. in Economics and Spanish from Bucknell University.