



Laurie Jakobsen
Vice President, Communications
Harry Fox Agency

Laurie Jakobsen is Vice President, Communications for the Harry Fox Agency, Inc. (HFA). Jakobsen joined HFA in 2003, and working in partnership with the senior management team, developed, implemented and refined a communications strategy to meet the evolving needs of HFA's clients and customers. She handles all internal and external communications, which includes media relations, the newsletter HFA Soundcheck, events and speaking opportunities, marketing and advertising, and website content. Her efforts have built up the company's profile in the music industry, and HFA is now regularly featured in key media and a sought-after participant for industry conferences. She reports directly to Michael Simon, Senior Vice President of Business Affairs, General Counsel and Chief Strategic Officer.

Jakobsen has broad communications and new media experience. She joined HFA from Sony Music Entertainment Inc., where she was Vice President of Corporate Communications. In this role, Jakobsen was the central point of contact for all internal and external communications relating to new technology and business development with particular emphasis on SME's digital distribution, government relations and investment activities. Jakobsen also oversaw public relations activities for Pressplay, the company's joint venture music subscription service, which became the foundation for the legal version of Napster.

Jakobsen's background also includes positions at AT&T's a2b music as Director of Marketing Communications, where she managed all marketing and publicity efforts for one of the first secure Internet digital distribution companies; Director of Publicity for N2K Encoded Music, where she created a publicity department for a progressive Internet-focused record label headed by Phil Ramone and affiliated with online retailer Music Blvd.; and Director of Operations at Shore Fire Media where she handled accounts such as Bruce Springsteen, Wynton Marsalis, and Everything But The Girl.

Jakobsen began her career in the music industry while in college as a freelance writer and publicist for local bands. She earned a BA cum laude in English from Tufts University, and an MBA with a marketing specialization from New York University's Stern School of Business. She is married to writer and musician Mac Randall, and they live with their daughter in New York City.