

Position Music Announces Strategic Growth Investment From Vesper Company, Promotes Three VPs To Partners



Group photo of Bacon and all the members of the Vesper Company with the three newly announced Position Music partners. From Top-Left to Lower Right: Shamit Grover (Co-Managing Partner, Vesper Company), Mark Chipello (Partner, Head of A&R), Tyler Bacon (President & CEO, Position Music), Thomas Van Wazer (Principal, Vesper Company), David Caro (Co-Managing Partner, Vesper Company), Emily Weber (Partner, Head of Synch), Jake Versluis (Partner, A&R and Gaming), and Raj Gopal (Principal, Vesper Company) [Photo: Mallory Turner]

BURBANK, CA – APRIL 13 - Position Music, a leading independent music company, today announced that **Vesper Company**, a private investment firm, has made a significant minority investment into the company. The new partnership will support Position Music’s rapid growth in its frontline business and catalog acquisitions.

Position Music was established in 1999 by founder and CEO **Tyler Bacon**. The company was originally built primarily on synch activity with single-song publishing deals and representing 3rd party catalogs and has since evolved into a full-service music publishing company and record label with multiple Platinum and Gold certifications.

“I am excited to partner with the Vesper team as we enter this next phase of growth,” said Bacon. *“With Vesper’s investment and strategic experience paired with our new credit facility from **Pinnacle Bank**, we are well-positioned to substantially build on the foundation we have built for 24 years. Additionally, I am excited to announce Emily Weber, Mark Chipello and Jake Versluis have been made partners in the company. The four of us have been working closely together for over a decade and I’m honored to more officially call them partners.”*

This past year, Position Music has had songs with **RIAA Platinum** certifications for **Em Beihold's "Numb Little Bug," grandson's "Blood // Water"** (double platinum), and **Judah & the Lion's "Take It All Back,"** along with Gold certifications for **Rotimi's "In My Bed"** and **Sueco's "Paralyzed."**

Position Music's growing publishing roster currently includes **John "Feldy" Feldmann, Dru "Falconry" DeCaro, Harmony "H-Money" Samuels, Yonatan Watts, Fantastic Negrito, Kyle Reynolds, Krupa, No Love for the Middle Child, ¿Téo?, Tim Myers, and TeaMarr,** along with recently announced joint ventures with **Big Noise Music** and **Tommy "TB Hits" Brown's Champagne Therapy Music Group.** Collectively these songwriters and producers have cuts with the biggest names in music including **Arianna Grande, Avril Lavigne, Dua Lipa, Blink 182, Travis Barker, Sueco, iann dior, Pop Smoke, Machine Gun Kelly, grandson, Em Beihold, and Avicii.**

Position Music has a growing label roster which features frontline artists such as **Kid Bloom, Welshly Arms, Layto, Ryan Oakes, Blackway, 2WEI** and more.

The company's Burbank, CA campus has nearly 15,000 square feet of office space and studios. Position Music has hosted writing camps with artists from **Atlantic Records, Warner Music Group, Capitol Records, RCA** and **SM Entertainment,** and will host more high-profile writing camps as its four additional world-class recording studios are currently being completed. Since 2019, the company has more than doubled its headcount to 40 full-time employees, including a dedicated 11-person A&R team and a 12-person synch team.

Vesper Company, founded in early 2021 by **David Caro, Shamit Grover** and **Raj Gopal,** partners with entrepreneurs, like Bacon, to help them scale their companies with strategically-aligned capital and active support. The Vesper team has a decade-long involvement in the music industry.

"Few independent music companies today can match Position Music's scale, track record, and depth of synch and creative services," said **Caro.**

Caro and **Grover** were previously Managing Directors in the Private Capital Group at **MSD Partners, L.P.,** where they were involved with MSD's investment in **Kobalt Music.** Prior to co-founding Vesper, **Caro** served as Head of Corporate Development at Kobalt. Before joining Vesper, **Gopal** was Director of Strategy & Business Development at Kobalt.

"For over twenty years, Tyler and his team have shown a strong commitment to serving artists and songwriters and helping them reach the next level of their careers," adds **Gopal.** *"We're excited to support the continued growth and evolution of Position Music."*

In addition to announcing the Vesper partnership, Bacon has named longtime Position Music colleagues **Emily Weber** (VP, Head of Synch), **Mark Chipello** (VP, Head of A&R) and **Jake Versluis** (VP, A&R and Gaming) as official partners in Position Music.



Tyler Bacon with his newly announced partners at Position Music.

From Left to Right: Jake Versluis (Partner, A&R and Gaming) Tyler Bacon, Emily Weber (Partner, Head of Synch), Mark Chipello (Partner, Head of A&R).

Weber has worked at Position Music for over 13 years and has built up the independent company's synchronization capabilities to exceptional heights. At the time of her hire, Weber was one of five employees at Position Music. Today, Weber leads a synch staff of 12 full-time employees and has placed music in **Netflix's *Bridgerton*, Universal's *Fast X*, Warner Bros' *Wonder Woman and Suicide Squad*, Disney's *Toy Story 4*, Apple TV+'s *See*, Amazon Studio's *Lord of the Rings: The Rings of Power*, Showtime's *Billions*, Hulu's *Empire*, HBO's *Winning Time*, Verizon, Lenovo, BMW, McDonald's, Coors Light, Samsung, Weight Watchers, Southwest Airlines**, and more. These high visibility placements have helped accelerate the careers of Position Music's writers and artists as synch becomes an increasingly important discovery channel for music.

Mark Chipello and Jake Versluis joined Position Music on the same day twelve years ago as the sixth and seventh employees at the time.

Chipello, who started his career as a drummer and artist manager, has been pivotal in securing key artist, songwriter and producer publishing deals for John "Feldy" Feldmann, ¿Téo?, Dru "Falconry" DeCaro, Kid Bloom, Judah & the Lion, Welshly Arms, Tyrone Wells, Tim Myers and the joint venture signing with Tommy "TB Hits" Brown of Yonatan Watts, in addition to many others. During his career at Position Music, Chipello has become an expert at developing music for picture and has driven much of the creative for Position's synch business. He has also been focused on expanding the A&R team into the next phase of Position Music's growth with the key hires of Delmar Powell and Sam Sklar, and is in process of opening a Nashville A&R office.

Versluis leads Position Music's video game synchronization department and has placed music with all the major game developers and publishers including **Riot Games' *Valorant* and *League of Legends*, Bungie's *Destiny 2*, Activision's *Call of Duty*, Ubisoft's *Just Dance*, and EA Sports' *FIFA '23* and *Madden***

'23, among many others. Holding an unique “hybrid” role at Position Music, Versluis sits on both the Synch and A&R teams, which allows him to provide a distinct perspective to his artists and super-serve his synch clients. Before joining Position Music, Versluis was on the management team of **Incubus**, who have sold over 23 million albums worldwide.

Position Music was represented by David Dunn and Rob Law at Shot Tower Capital and Christopher Scheaffer, Anatoliy Rozental and Stephen E. Sessa at ReedSmith. Vesper Company was represented by Michael High at Drummond Woodsum and Jeff Biederman and Monica Zhang at Greenberg Traurig.

ABOUT POSITION MUSIC:

Position Music is an independent publisher, record label and management firm, redefining what it means to be a music company. Established in 1999, today Position boasts a multinational presence, expanding Los Angeles headquarters, and a continually growing staff. Position is home to artists, songwriters, and producers such as John “Feldy” Feldmann, Judah & the Lion, Welshly Arms, 2WEI, ¿Téo?, Fantastic Negrito, TeaMarr, Layto, Dead Posey, Dru “Falconry” DeCaro, No Love For The Middle Child, Kyle Reynolds, Kid Bloom, and more.

ABOUT VESPER COMPANY:

Vesper Company partners with entrepreneurs to scale content, technology and services companies with strategically aligned capital and active support

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