



Tracks & Fields Opens London Office and Appoints Mark Mullooly as UK Managing Director

Description





Tracks & Fields, the Berlin-founded music intelligence and operations company, has opened a London office and appointed Mark Mullooly as Managing Director UK.

Mark joins from senior roles at Superunion and Siegel+Gale. He comes in at a moment when music has shifted from a production line item to a strategic decision: one that involves rights, cultural fit, legal complexity, commercial risk and creative ambition, often all at once.

London is where a huge amount of the industry's most important creative and cultural decisions get made. The company wanted to be closer to those conversations earlier in the process, so brands and agencies can push their music ideas further instead of watching them get watered down in production.

"The market is changing quickly," Mark says. "As campaigns stretch across more markets, platforms and rights environments, music decisions involve legal, commercial, cultural and operational complexity simultaneously. Brands need partners who understand not just the creative side, but how ambitious ideas survive production realities and scale globally."

That's exactly what Tracks & Fields has been building since 2008. More than 100 million euros in music licensing and artist partnerships. Clients including Mercedes-Benz, Aldi and Zalando. Teams in Berlin, Warsaw and Tokyo and now London.

Music has gone strategic. The infrastructure behind it hasn't caught up. That gap is what Tracks & Fields exists to close.

Read the full story [HERE](#).