



New Business & Account Manager (DACH)

Description



Tracks & Fields is building something slightly unusual in the global music space: the music intelligence and operations partner for brands and agencies: a company that sits between production, music supervision, artist partnerships and brand culture, and operates where those worlds overlap. Founded in Berlin in 2008, we've managed more than €100 million in music licensing and artist partnership projects for brands including Mercedes-Benz, Aldi and Zalando.

We believe this role could be a meaningful next chapter for you.

Why this role exists

Music has gone strategic. The industry hasn't.

Music has become central to modern brand communications, shaping cultural relevance, emotional impact and campaign performance across markets. Yet the infrastructure behind it remains fragmented, and the conversation is only now moving upstream: beyond production and into cultural relevance, operational accountability and brand identity.

Germany is where Tracks & Fields was founded, and it remains our home. This role is about putting a dedicated commercial lead in front of the DACH market. A connector and tastemaker who moves comfortably between artists, brands, agencies and cultures, and who turns those relationships into revenue.

The role

This is a sales role. You own Tracks & Fields' commercial growth in the DACH region: the pipeline, the relationships and the revenue.

You win by being the most credible, best-connected and most culturally fluent person in the room. Taste, ideas and relationships are how the new business is created.

You would be responsible for:

- Owning revenue and growth across Germany (core), Austria and Switzerland, building and converting a pipeline of brands and agencies
- Originating and closing creative partnerships between artists, brands, agencies and directors, not just music-for-ads, but artist-led brand projects, productions, campaigns and collaborations
- Being one of the public faces of Tracks & Fields in the region
- Helping define how creative work is developed, positioned and delivered

The job is to help brands and agencies develop ambitious music ideas with greater operational confidence, and making sure that ambition converts into work Tracks & Fields wins and delivers.

Geography & scope

- **Germany** ~65% (home base, core relationships; Berlin)
- **Austria & Switzerland** ~20%
- **Wider European industry network** ~15%

This includes:

- Travel to key industry moments (ADC Festival, Cannes Lions, Eurobest)
- Building long-term relationships with agencies, brands, directors and rightsholders / artist managements
- Helping shape how Tracks & Fields shows up culturally across German-speaking Europe

Who this is for

We're deliberately keeping this open at two levels. What stays constant is the core: someone who can combine music, commercial sense and a winning personality and use all three to sell.

Junior A professional who already brings those three things together: genuine music instinct, commercial sense, and the kind of personality that wins rooms and builds relationships. You may not yet have a long list of closed deals, but you have the taste, the presence and, crucially, the hunger to sell and grow into the front of the market.

Senior All of the above, plus a proven track record of selling music, artists and other cultural entities to advertising agencies and brands. Real experience at the level of high-end craft and ultra-premium content. You know how these deals are shaped, and you can carry the region's number with authority from day one.

The level sets the scope, the support and the commercial package.

Team & support

You will not be alone. You would work directly with the founding team in Berlin and closely with our Warsaw, London and Tokyo offices.

On a strategic level, you would have access to mentorship and sparring with our growth advisor as well as the heads of the individual offices in weekly meetings and 1:1s.

Growth & long-term perspective

We see the role as

- A platform to expand your creative and commercial footprint
- Exposure to licensing, partnerships and global brand work beyond production in a company that aims to become a global market leader in the sector
- A potential path toward deeper participation in the business over time (structured growth, performance-based upside, long-term alignment)

Selected Works

Music Curation & Licensing at Scale

[Mercedes-Benz Global Campaigns](#)

We lead music search, curation and licensing for all global Mercedes Benz campaigns. This includes one of the most impactful bespoke brand songs ever created: Blinding Lights by The Weeknd.

Our ambition is to bring this level of music curation and cultural sensitivity to Asia's strongest brands – not just sourcing tracks, but shaping how brands sound and feel globally.

Artist-Driven Music Production

[Zalando – As You Dream It](#)

Original music production with November Ultra, a COLORS alumnus. We actively work with *real artists* for original productions – integrating them into culture, rather than imitating it.

This project was produced out of Tokyo by Ian. We currently collaborate on all major global Zalando campaigns (approx. 4x5 per year).

We believe artist-led productions and re-recordings as partnerships are still underdeveloped in Asia – but poised to resonate strongly.

Artist Partnerships Beyond Advertising

[Kansas City Chiefs – Luisa Sonza](#)

For the Kansas City Chiefs, we helped originate and execute a full artist partnership with Luisa Sonza.

Our role spanned:

- partnership concept & proposal
- artist selection and negotiation
- recording supervision
- influencer amplification
- creation of a dedicated record label and placing Luisa Sonza into Coachella 2026
- live showcase in São Paulo at the Chiefs House

This is the kind of culture-first, artist-centric work we want to build in Asia. The opportunity is there, it simply plays by different rules.

If this sounds like the next chapter you want to write, we are looking forward to hearing from you.

Send us your CV and a short portfolio of work that shows your music instinct, commercial sense and ability to move between artists, brands and agencies; including 2-3 concrete examples of sales work (case studies, decks, or campaign summaries) that show how you've originated and closed creative or music-related deals with brands and agencies, with approximate budgets, your role in the sale, and the outcome.

Please email your materials to businessdevelopment@tracksandfields.com and a few sentences on why this role, in this region, at this moment in your career.