



BELIEVE APPOINTS MEL CURLEY AS GLOBAL HEAD OF EDITORIAL & MARKETING PARTNERSHIPS TO STRENGTHEN ITS GLOBAL MUSIC MARKETING CAPABILITIES



Mel Curley, Global Head of Editorial & Marketing Partnerships, Believe

PARIS – OCTOBER 26, 2026 – Global artist development company Believe announces today the appointment of Mel Curley as Global Head of Editorial & Marketing Partnerships (EMP). Based in New York City, Mel will report to Darya Pourshasb, Believe's Chief Marketing Officer.

The appointment marks a further step in Believe's From Access to Success strategy and its ambition to strengthen music marketing differentiation, combining global capabilities, technology and data to accelerate artist and label success.

As music discovery and consumption continue to evolve, editorial and marketing partnerships with digital platforms play an important role in helping artists reach new audiences and build sustainable careers. Beyond traditional editorial playlists, new promotional formats, data-driven opportunities and platform ecosystems are reshaping how artists connect with fans.

In her new role, Mel will lead Believe's global EMP strategy, strengthening relationships with key digital platforms and unlocking new editorial and promotional opportunities

to support artists and labels growth and international development across Believe's Artist Services, Label & Artist Solutions and TuneCore.

Mel Curley, Global Head of Editorial & Marketing Partnerships at Believe, said: *"I'm thrilled to join Believe at such an exciting time for the company and the music industry. The way audiences discover and engage with music is evolving rapidly, creating new possibilities for artists and labels across digital platforms. Believe's global reach, strong artist development expertise and commitment to innovation provide a fantastic foundation to build on. I'm excited to help strengthen our platform partnerships, explore new promotional opportunities and drive meaningful, measurable impact for artists and labels around the world."*

Darya Pourshasb, Chief Marketing Officer at Believe, commented: *"As competition for audience attention intensifies, our ability to connect artists and labels with fans across digital platforms has never been more important, which is why Editorial and Marketing Partnerships are a key pillar of our music marketing strategy. Mel brings an exceptional combination of DSP expertise, music industry experience and strategic vision. I'm confident that her distinctive perspective on the evolving relationship between artists, labels and digital music services will be essential as we continue building on the expertise and contribution of our EMP teams worldwide. I'm delighted to welcome her to Believe and look forward to working together to unlock new opportunities for the artists and labels we serve."*

Mel joins Believe from Amazon Music, where she served as Global Head of Independent Label Relations, overseeing relationships with more than 350+ independent distributors, labels and artists worldwide. She built robust global artist marketing campaigns to create upsell opportunities and increased fandom through landmark music experiences, including record-breaking livestreams featuring Justice at Paris's Accor Arena and TWICE on Amazon Music Live, the platform's first K-pop performance, as well as Studio126 in New York and Los Angeles. Prior to Amazon Music, she held senior positions at Arista Records, leading the Commerce Marketing team, where she drove strategic DSP partnerships and artist growth, and at Sony Music Entertainment, where she served as Manager, Commercial Business, leading the Spotify account management across all of the Sony Music labels.

About Believe:

Believe is one global artist development company. We empower local independent artists, songwriters, labels, and publishers to scale their businesses and grow audiences at each stage of their career with expertise, respect, fairness, and transparency. Operating in over 50 countries with more than 2,000 employees, Believe provides a full range of services across recording, publishing, and distribution, offering bespoke solutions engineered for long-term career growth to champion creative independence. We nurture emerging talent and shape the future of local music

scenes through our own [brands](#). This unique model pairs on-the-ground local market intelligence with a cutting-edge global technology platform, maximizing royalty optimization and global reach through privileged partnerships with leading streaming platforms. Believe is a simplified joint-stock company under French law. Learn more at www.believe.com.

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