



## **Native Instruments and iZotope are unifying their leadership teams**

*Mark Cattini named CEO as organizations take next steps in coming together*

Since announcing their alliance in March, Native Instruments, the leading manufacturer of music creation products, and iZotope, the experts in intelligent audio technology, have continued to strengthen their relationship. They're now taking the next step in coming together as a single management team as they pursue their shared mission - to streamline the music and audio production experience for creators everywhere.

Together, Native Instruments and iZotope have over 45 years of experience building products that inspire and enable creators, and this next step is a force-multiplier to the potential of future offerings. As they move further towards their shared vision of a seamless creative experience, Native Instruments and iZotope will focus on bringing innovation faster to the market by leveraging the talent of their combined research and development teams.

This next step will be led by a new, unified executive team that combines the benefits of both internal and external experience, ensuring the right focus and alignment against a shared set of aspirational goals. This team will include executives from both NI and iZotope, as well as some new voices with deep leadership experience and complementary skill-sets.

Mark Cattini will join the unified executive team as the new CEO across both organizations, bringing a fresh and complementary skill-set to the team. His proven leadership in bringing organizations together and driving innovation that meet customers' needs, coupled with his personal passion for music, will help fuel the group's ambitious goals to shape the future of audio creation.

Next year, co-founder and current CEO of iZotope Mark Ethier will step away from day-to-day operations in order to focus on his role on the Board of Directors. As a board member, Mark will continue to serve as an advocate and mentor, driving longer-term strategy and supporting the new executive team as an advisor.

"After 20 years of building iZotope, it was a careful decision of who would lead these organizations day-to-day," comments Ethier. "In helping to select Mark Cattini and the rest of the new executive team and seeing already how their strengths complement one another, I have full confidence that I can step into this new role to drive the longer-term mission of the company."

Current Native Instruments CEO Constantin Köhncke will continue to serve the business in a key role as Chief Commercial Officer and President of MCG across both organizations, overseeing Marketing, Sales, Brand, Customer Success, Community and Learning.

Jonathan Bailey from iZotope and Robert Linke from Native Instruments will continue to define the future of products in their respective roles as Chief Technology Officer and Chief Product Officer. Tom Kurth will serve as Chief Legal Officer, Jay Schaufeld as Chief People Officer, and Laura Gonzalez as Chief Strategy and Development Officer.

With their combined wealth of knowledge and insights, the new executive team will be well-equipped to guide and define the next stage of the shared journey for employees and customers alike. Harnessing the distinct strengths of both brands, the teams will explore new integrations of their technologies with the goal of supporting their vibrant communities of creators, producers, and engineers - no matter where they are in their journey.

### **About Native Instruments**

For 25 years, Native Instruments has been at the heart of musical innovation. We've created communities, pushed technological boundaries, and opened new creative horizons for amateurs and professionals alike. Today, driven by our mission to make music creation more inclusive and accessible, Native hardware, software, and digital services provide fully-integrated solutions for musicians, producers, and DJs of all genres and levels of experience.

### **About iZotope**

At iZotope, we've been obsessed with great sound for over 20 years. Our intelligent audio technology helps musicians, music producers, and audio post engineers focus on their craft rather than the tech behind it. We design award-winning software, plug-ins, hardware, and mobile apps powered by the highest quality audio processing, machine learning, and strikingly intuitive interfaces. iZotope, the shortest path from sound to emotion.

### **Media Contact**

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