

Mr. Chris McMurtry



Chris McMurtry is the Vice President of Product at Pex where he leverages more than 15 years of experience as a leader in the music technology space, and deep industry knowledge as an accomplished composer and musician, to advance Pex's mission to provide the creator economy with fair and transparent licensing.

In his time at Pex, Chris has spearheaded revolutionary data efforts that will change the way creators are attributed to and paid for their work, helping accelerate Pex's vision of attribution for all.

His passion for technology and desire to support songwriters is instrumental in leading RME, the modern rights organization powered by Pex that's helping producers and beatmakers collect their royalties, especially those from social media.

Prior to Pex, Chris served as the Head of Music Product at Exactuals, a leading provider of payments in the music industry. During his tenure, he led the design and launch of RAI, a software development kit and open API that leverages machine learning to correct and enhance song and recording metadata.

Named one of Billboard's "2019 Digital Power Players" Chris is a rare combination of a tech founder and musician. His company Dart Music, acquired by Exactuals in 2018, was the first automated digital distribution platform specifically designed to handle the complex metadata of genres such as classical music. Born and raised in Nashville, he previously managed the classical music record label Refinersfire and served as an Information Systems & Technology mentor at Apple.

Chris is also a multi-platinum recording artist with 26 albums to his credit. He holds a degree in classical music composition from Middle Tennessee State University and is an avid writer, having composed over 300 songs. Chris is passionate about data not getting in the way of proper attribution or payment, and works to ensure the products he develops have the best data possible.

Mr. Hessel van Oorschot



Hessel van Oorschot is a visionary leader and innovator in the digital economy. With a BSc in Automotive technology, he embarked on a journey that led him to become a co-founder of a strategic advisory company in the Netherlands. His mission: to empower business owners to transition their businesses into the digital age.

Hessel's expertise and insights have been instrumental in the creation of several highly successful business publications and workshops. These tools have been utilized by over 200,000 business owners, demonstrating the impact and reach of his work.

In 2007, Hessel faced a new challenge: to devise a solution for the music industry. This led to the establishment of Tribe of Noise in 2008, an international music licensing and community portal. As the "Chief of Noise", Hessel has been at the forefront of connecting artists, fans, and professionals in the music industry.

In addition to his role at Tribe of Noise, Hessel continues to consult clients, including collective management organizations, and leads a team of developers building IT solutions for renowned brands like Disney, Tidal, and Sonos.

Hessel's unconventional path to discovering his passion has led him to become a key figure in the digital and music industries. His work continues to inspire and create opportunities for artists and businesses alike.