



The Brain

Turning a catalog into a product intelligence system.

A large music catalog isn't a content problem — it's a decision problem. I helped build the internal system that decided which recordings had real potential, and when.

ROLE
Product Director, North America — X5 Music Group

SCOPE
Digital music distribution & technology, global catalog

MADE BY
Jerry Nettles

THE PROBLEM

The company managed an enormous volume of music. The challenge was never a lack of content — it was deciding which recordings had the strongest potential, when they should be activated, how they should be packaged, and where demand was already forming.

Traditionally, those calls were driven by instinct, historical performance, or whatever an individual team happened to prefer. With a catalog this size, that doesn't scale — it was impossible to manually treat every recording like a traditional artist campaign.

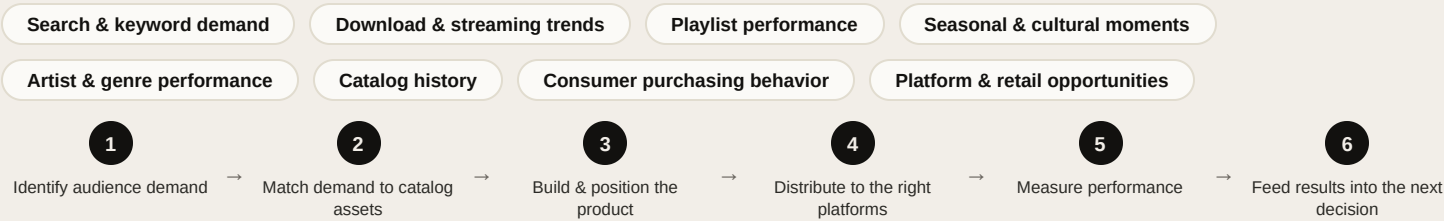
THE JUDGMENT

"What is the audience already looking for, and what assets do we have that can meet that demand?"

That question replaced the old starting point — "what music do we have to release?" — and it changed everything downstream: catalog selection, compilations and playlists, metadata and naming, release timing, and the marketing plan built around it.

Album titles, track selection, cover art, descriptions, keywords, pricing, and promotional channels could all now be informed by actual audience behavior instead of guesswork.

THE WORK



THE EVIDENCE

RESULT

Turned the catalog from a passive library into an active product pipeline, connecting consumer insight, catalog strategy, product development, distribution, and performance measurement in one feedback loop — less a marketing tool than an early product intelligence and go-to-market system, applied across Spotify, Apple, Amazon, and global streaming platforms over the role's tenure.

10x

INCREASE IN PRODUCT OUTPUT

~500

DIGITAL PRODUCT RELEASES / MONTH

12,000+

AUDIENCE-INFORMED PRODUCTS LAUNCHED

A note on evidence: the system description and release figures above are from Jerry's own account and resume record of this role. Nothing here is estimated or invented. — "The strongest go-to-market strategies begin before the product is packaged. They begin by understanding demand, identifying the right audience, and building the product around the conditions most likely to make it succeed."