



**FOR IMMEDIATE RELEASE**

### **Lisa J. Robinson Promoted to Director, Collections and Income Tracking at HFA**

New York, August 6, 2012: HFA, the leading provider of rights management, licensing and royalty services for the music industry in the US, has promoted Lisa J. Robinson to Director, Collections and Income Tracking. Previously Manager, Income Tracking, Robinson will continue to report to Maurice Russell, SVP of Licensing, Collections and Business Affairs at HFA.

As part of ongoing efforts to continually improve the customer support experience, HFA has further integrated the Income Tracking and Collections functions into a single department. In her new role, Robinson will be responsible for leading this department to ensure the successful tracking and processing of all in-bound royalties and service fees.

Robinson came to HFA from EMI Publishing in 2007. A knowledge expert in the complexities of mechanical royalty accounting, she was instrumental in creating both HFA's Income Tracking Department and its pioneering state-of-the-art license and royalty tracking system. Under Robinson's leadership, and since its introduction in 2009, the Income Tracking department has grown 50% and Robinson's team has identified and recovered million of dollars in mechanical royalties for publishers.

A sought-after expert, Robinson has appeared on publishing panels and in media outlets to discuss the importance of income tracking. Robinson graduated from the S.I. Newhouse School of Public Communications at Syracuse University with a Bachelor of Science Degree in Broadcast Journalism.

Russell commented: "Lisa's breadth of knowledge and proven leadership skills position her to excel in this critical role for the company. I look forward to working with her as she expands her responsibilities at HFA."

#### **About HFA**

HFA is the nation's leading provider of rights management, licensing and royalty services for the music industry. With over 46,000 music publishing clients, HFA issues the largest number of licenses for the use of music in both physical and digital distribution formats. HFA also serves the D.I.Y. market with Songfile®, the company's fast and easy online licensing tool. Slingshot, HFA's rights management service offering, includes a suite of information management and technology solutions designed to simplify and facilitate the administration of intellectual property rights. As a technology innovator, HFA is leading the industry in establishing global data standards and is a founding member and Board member of the Digital Data Exchange (DDEX). Additionally, for the past three years HFA was recognized by *InformationWeek* on its Top 500 Relentless Innovators list. For more information about HFA visit [harryfox.com](http://harryfox.com) and [hfaslingshot.com](http://hfaslingshot.com).



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