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## **Big Machine's Megan Knutson Joins Technology Company, Digital ReLab, as Director of Entertainment Development**

**CHARLOTTESVILLE, VA**—Megan Knutson, former Director of Label Resources for Big Machine Label Group (BMLG), joins Va.-based technology company, Digital ReLab as Director of Entertainment Development and Management.

"I met the Digital ReLab team a year ago when they visited BMLG to demo their Starchive software solution," says Knutson. "As someone working with a very aggressive label's many diverse assets, I know the real challenges of organizing, locating, reviewing, sharing, and monetizing it all. When Peter [Agelasto] and Richard [Averitt] demonstrated Starchive I immediately thought this is exactly what the Nashville entertainment industry needs."

Knutson says she went about her work for Big Machine, but couldn't stop thinking about how Starchive could streamline production and multiple integral workflows, making accessing, reviewing, and monetizing the label's assets a much more efficient process. She says that while she loves Big Machine and the work she did there, she knew eventually she wanted to be involved with the innovative technology.

Averitt says he was elated when Knutson mentioned leaving BMLG and joining Digital ReLab. "Megan is so accomplished, and so well thought of in Nashville that she's a real black swan—such a rare talent. Having her come to work with us will get this solution in front of the right people. Plus her experience—and with the input of her contacts—she can really help us in continued development of Starchive into the most powerful tool a label or management firm can have to handle assets. She will play a major role in the direction and growth of our entertainment business efforts, so we're thrilled to have her."

Knutson says her role as director of entertainment gives her the chance to go back to my friends at BMLG and out to other labels to introduce them to the Starchive™ solution. “It’s not only an ideal solution to archiving the label’s assets so everything is in one place, but it also gives labels the ability to be agile and highly responsive to opportunities and with very little stress. Labels big and small need to be agile to compete and succeed. Starchive™ is the most powerful tool I’ve seen since I started working in music in 2008 that archives, tags, and is so simple to use to find and recall those assets for immediate use. It’s the solution Nashville entertainment people don’t know they can have, but will fall over themselves to get once they know.”

Averitt, whose company is based in Virginia, says Knutson will remain based in Nashville, but will also help the company with all national and international entertainment business development and management. Starchive™ counts Bob Dylan Music Group, Urs Fischer, April Hayes in collaboration with David O. Russell, Yogaville, Dada Vaswani, and Studs Terkel/WFMT as clients.

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## **ABOUT DIGITAL RELAB AND STARCHIVE™**

Digital ReLab is an Internet multimedia tech company headquartered in Virginia. They are the creators of the Starchive™ tool for archiving music, film, and video. Starchive™ is the first-to-market platform in a new class of utilities designed for the world of multimedia and virtual reality. As digital architects and content developers, the company focuses on products and services that marry the data about a media asset with all the files that represent it. Starchive™ makes it infinitely easier to find what you need while building collections, improving workflow, and monetizing content. For more information please visit [www.digitalrelab.com](http://www.digitalrelab.com).