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Nightlife Music Appoints Chief Operating Officer (COO) Karla Skarda

Nightlife Music is delighted to announce that **Karla Skarda** has joined our Managing Director and owners in their mission to deliver world-class entertainment solutions where music matters.

Karla has spent the past 20 years working in the IT, Music and Licensing industries across four different countries.

She brings a wealth of experience in managing and motivating highly productive, cross-functional teams and successfully ensuring operational excellence.

Karla joined the company at the very start of the global COVID-19 crisis and has been working tirelessly to build a focused strategy to enhance our efficiencies with a smaller, more agile team to broaden our entertainment solutions further supporting our clients.

Her background has given her a clear understanding that there has been a massive shift in how the connected generation engages with music, which is reflected in the commercial music industry.

In her words, "Joining the Nightlife team just seemed like a flawless fit. Businesses must evolve rapidly to address how their customer's customers want to interact with music. Nightlife provides opportunities for patrons to build a connection to the venue through music that is on-brand, but at the same time relevant and familiar."

Nightlife certainly has a well-deserved reputation of having set the industry benchmark, with a brilliant support team to back up a truly innovative product.

This perfectly aligns with my belief that delivering great service and providing a quality product are the cornerstones of a strong value proposition."

For more information on Nightlife Music, visit nightlife.com.au

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Image:



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