



RUBENSTEIN
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THE VISIONARY

Turning Distressed Assets into Billion-Dollar Triumphs

Rob Ellin's remarkable journey from the world of finance to his current status as a prominent figure in the business world reflects his unyielding commitment to innovation and his exceptional talent for revitalizing struggling enterprises. Throughout his extensive career, he has orchestrated a series of strategic triumphs, consistently breathing new life into distressed ventures and sculpting them into remarkable success stories. With a reputation that spans over three decades, his latest achievements underscore his enduring influence as a transformative force within the digital media industry.



The Maestro of Strategic Excellence

At the heart of Ellin's illustrious career lies a seemingly simple yet profoundly effective strategy: executing [“five great chess moves a year, for five years.”](#) This strategic framework not only serves as the linchpin of his professional journey but also as the guiding North Star that has propelled him to remarkable heights. It encapsulates the essence of Ellin's prowess—a rare ability to identify opportunities where others perceive insurmountable challenges.

His mastery transcends financial wizardry; it is an art form—a meticulously choreographed dance amidst the intricacies of the business world. Ellin's true skill lies in his innate capacity to discern concealed disparities between a company's stock valuation and its inherent potential, revealing a treasury of untapped value. This discerning eye has consistently empowered him to orchestrate the transformation of seemingly undervalued entities into veritable goldmines of profitability.

Embracing this philosophy, Ellin has repeatedly demonstrated that beneath the surface of adversity lies fertile ground for innovation and growth. His strategic acumen not only elevates him to the echelons of visionaries but also underscores his profound impact on the business landscape, where his chess-like precision has forged a lasting legacy of prosperity and transformation.

Pioneering Triumphs in the Digital Media Arena

In the ever-evolving realm of digital media, Ellin has focused his visionary lens on the burgeoning world of podcasting, where his accomplishments have been nothing short of remarkable. Under his unwavering leadership, [PodcastOne](#), a subsidiary of [LiveOne](#), carved its name into history as the [first standalone public podcast company](#)—a monumental milestone that underscores Ellin’s uncanny ability to spot opportunities on the digital frontier and expertly convert them into thriving enterprises.

As PodcastOne blazed a trail in the podcasting universe, LiveOne, Inc. (Nasdaq: LVO) experienced meteoric growth under Ellin’s incisive guidance. Year-over-year, new paid memberships [surged by an astonishing 38%](#), propelling the company’s total membership count to an impressive 3.4 million and counting. This exponential surge in LiveOne’s membership base stands as a resounding testament to Ellin’s visionary leadership and his exceptional talent for steering his organization toward enduring success. Together, these achievements underscore Rob Ellin’s indelible impact on the digital media industry, solidifying his legacy as a trailblazer and transformative force in the business world.

A Symphony of Success in Music Publishing

The saga of success at LiveOne under Rob Ellin’s leadership extends far beyond the realm of podcasting. LiveOne’s music publishing subsidiaries, Splitmind and Drumify, have emerged as veritable powerhouses, achieving unprecedented milestones in 2023. With three Grammy nominations and a staggering 3 billion global streams, these subsidiaries bear testament to Ellin’s unwavering commitment to nurturing innovation and creativity within the organization.

Splitmind, in particular, has become a hotbed of musical innovation, under the creative guidance of its founder, Aidan “Halfway” Crotinger. This subsidiary has cultivated a culture of boundless creativity, attracting esteemed artists eager to collaborate with its innovative team of producers.

Meanwhile, Drumify, LiveOne’s majority-owned subsidiary operating an online marketplace for sounds, has left an indelible sonic footprint on a global scale. Boasting a catalog that includes over 200 major label releases, featuring prominent artists such as Drake, Bad Bunny, Chris Brown, \$uicideBoy\$, Kodak Black, DaBaby, and ARDN, Drumify has become the go-to resource for musicians and producers seeking cutting-edge sounds.

Rob Ellin’s unwavering commitment to excellence within these music publishing subsidiaries mirrors his overarching dedication to pushing the boundaries of creativity and innovation. By fostering an environment where artistic innovation flourishes, Ellin has not only propelled LiveOne to unprecedented heights but has also reaffirmed his role as a catalyst for transformative success in the digital media and entertainment industry. With Splitmind and Drumify as prime examples of his dedication to fostering innovation, Rob Ellin’s influence continues to resonate widely within the ever-evolving realm of digital media.

A Legacy of Transformation and Growth

Rob Ellin’s journey from his finance career in New York to becoming a prominent figure in the business world epitomizes his steadfast commitment to innovation and his talent for revitalizing distressed assets into thriving enterprises. Notably, he successfully launched, sold, and took public

ventures like Digital Turbine and iWon, navigating the complexities of finance with remarkable skill. His ability to identify emerging trends and breathe new life into businesses solidifies his reputation as a visionary leader.

As the CEO and Chairman of LiveOne, Inc., Rob Ellin continues to steer the company toward new heights, shaping the industry with his unwavering dedication to transformative digital technology and media. With a legacy built on turning distressed assets into billion-dollar successes, Rob Ellin remains a true visionary in the business world, illuminating the path to success for those eager to follow in his footsteps.

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