

Alexia Baum

Alexia Baum has spent the majority of her 25+ year career working with a wide array of musical artists, music publishers and record labels. A specialist in securing media placements for music, Alexia has placed music in Academy Award winning films, hit TV shows, commercials for Fortune 500 clients, blockbuster movie trailers, and countless critically acclaimed indie favorites. In addition to working with music publishers from around the globe, Alexia has worked with record labels, film studios, independent artists and multimedia performers.

Having majored in Film Studies, Alexia was initially amazed to discover that finding the perfect music for a film spot – something she had been doing out of passion and for the love of it – was an actual paying job, and one that still thrills her years later. “I still get a high when I find the perfect music for a project and bring all those creative elements together – the artist is happy, the songwriter is happy, and the director gets to look like a genius. Everybody wins!”

Alexia has worked with independents like Zomba Music and Putumayo World Music and with giants like Sony Music and Universal Pictures Film Music, and has loved working with music of all kinds, from South African superstars (Ladysmith Black Mambazo, Lucky Dube), to legends (Tito Puente, Dinah Washington), to popstars (Britney Spears, Macy Gray, Daft Punk, Pharrell Williams), to legendary composers (John Williams, Bernard Herrmann, and Michael Feinstein).

Alexia remains passionate about film and music history and was delighted to have worked to preserve the Universal Pictures Music Library archives, reflecting the seminal 100 year musical history of that studio.

A frequent speaker at industry events and panels, Alexia is also a published author, loves discovering new music from around the globe, watching classic movies, and watching her college aged son roll his eyes when she turns up James Brown for a little kitchen dancing.