

Billboard



# Sean Rosenberg

**VP of mobile business,  
RCA/Jive Records**

At RCA/Jive Records, Sean Rosenberg, 29, is credited with building the company's mobile department from the ground up since joining the company in 2006. Last October, he helped create some of the first artist-branded iPhone applications for Pink and David Cook. He also helped integrate album, single and ringtone sales capabilities into such mobile platforms as text messaging and stand-alone wireless Web sites. And this spring, Rosenberg created an AT&T-sponsored program to debut music videos from Kelly Clarkson and David Cook on "American Idol." RCA/Jive released some of the best-selling ringtones of 2008, including "No One" from Alicia Keys. According to its internal estimates, RCA/Jive commands 19% of the overall master ringtone market.

SPECIAL FEATURE

2009

UnderThirty



**B**illboard's Power Players special feature 30 Under 30 recognizes rising young executives who are driving our industry forward with their artistic and business vision. And for the feature's fifth consecutive year, you helped create this list.

Our readers submitted nearly 400 nominations at [billboard.biz](http://billboard.biz). Then a team of Billboard editors reviewed every eligible nomination and numerically ranked the nominee's achievements and each level of responsibility. The alphabetical 30 Under 30 list here represents the collective wisdom of Billboard's editors.

Notably, nearly one-third of this year's honorees are innovators heading their own companies. And all have shown the entrepreneurial drive that is essential in today's climate.

Our readers' nominations also introduced Billboard's editors to scores of talented young executives who, while not on this year's list, certainly have a bright future in the music business ahead of them.

—*Thom Duffy*