Mahtab Neptune New Eventide Chief Marketing Officer



Eventide Audio, at the forefront of audio technology for more than 50 years with award-winning studio processors, effects pedals, plug-ins, and broadcast products, is proud to welcome Mahtab Neptune as its Chief Marketing Officer. Neptune is a seasoned marketer with over 16 years of experience at the intersection of music and technology. Eventide General Manager Tony Agnello announced Neptune’s

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appointment, commenting, “Mahtab Neptune brings a sharp understanding of customer behavior, an ability to predict market trends as they are developing and a dedication to music creators and innovation in their interactivity with the tools that channel that creativity. We are delighted that Eventide now has the benefit of her insights.”

In her new role, which she began at NAMM time this year, Neptune reports directly to Agnello. “I’m honored to have joined the Eventide Audio crew and collaborate with such an innovative team,” said Neptune. “I have long admired the ingenuity of their products and how it has shaped the world of music production. Now speaking from the inside I am truly blown away by the company’s innovative mindset and the passion everyone shares. As the CMO, I plan to continue to cement the brand’s leadership in pro-audio, push creative boundaries and contribute to the evolution of the music tech landscape.”

“Eventide has been an engineering-driven company since its inception,” Agnello continued. “While our fascination with and commitment to developing and deploying new technologies for audio manipulation are unwavering, we recognize that there’s more to be done to expand our presence in the marketplace and help even more end users make great music. Mahtab has the perfect perspective and experience to guide that expansion.”

Most recently, as the VP of Marketing at the all-in-one music creation solution provider Beatclub, Neptune was at the forefront of ensuring Beatclub’s strong presence as a SaaS startup and driving the company’s growth, including spearheading key collaborations with Justin Timberlake, Timbaland, Def Jam, Mastercard and ESPN. Within the first year, she achieved a massive spike in customer acquisition and retention.

Prior to Beatclub, Neptune spent nearly a decade at Native Instruments, where she honed her pedigree as a global marketing expert with strategic storytelling formats that set benchmarks for the pro-audio industry at large. Neptune took a bottom-up approach at NI, aggressively expanding its marketing efforts into new countries and markets across the globe, resulting in consistent and substantial year-over-year growth.

Throughout her career, Neptune has demonstrated her skills as a hands-on brand builder, participating in developing products that foster both inspiration and education in the music and pro-audio space. As a thought leader in the music creation and professional audio spaces, Neptune has contributed to industry conferences and mentored non-profits such as SXSW, Queensfest, Intersessions, Notes for Notes, and Girls Make Beats.

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