



Amber Munding
Chief Operating Officer and Head of Strategic Partnerships
Artists Den Entertainment

Amber Munding is Chief Operating Officer and Head of Strategic Partnerships for Artists Den Entertainment, based at their New York headquarters.

Amber Munding has spent more than a decade working across sports, fashion and music. Starting her career at an international charity in London working on major partnerships, she continuing into the world of sports at Florida Citrus Sports where she produced bowl games including the Capital One Bowl and Champs Sports Bowl. Following her work in sports she joined the City of Orlando's Downtown Development Board to lead the rebrand strategy and launch initiatives for Downtown Orlando. Munding subsequently left Orlando for New York City, where she headed business development and marketing in global event production, working on events such as the U.S. Open, NYFW, major music festivals and other large-scale initiatives.

Most recently, and prior to her role with The Artists Den, Munding spent five years at Penske Media Corporation (PMC) where she served as SVP, Live Media & Strategic Partnerships for Rolling Stone. Previous to that, she served as VP, New Ventures and GM, Summits & Events for Fairchild Live/WWD. At Rolling Stone, Munding built and launched the Live Media division, crafted its overall strategy and, with her team, executed more than 20 events and partnerships in six months as a part of the brand's relaunch, including furthering relationships and creating new partnerships with entities such as the New York Comedy Festival, YouTube Music, Kaaboo Music Festival, AEG, Live Nation and others.

At Fairchild Live/WWD, Munding launched business initiatives and events in three new markets: China, Japan and South Korea. This included WWD's WeChat channel in Mandarin –

WWD's first even non-English language social media channel. In addition, she created the group's annual partnerships program for its events platform overall, launched WWD's first awards event, "WWD Honors," and in collaboration with Penske Media's Variety brand and the Council of Fashion Designers of America (CFDA), "Runway to Red Carpet," an exclusive showcase for the red carpet awards season. Under Munding's leadership, the number of events grew to more than 25 across summits, forums, awards and industry initiatives. In addition, she formed large partnerships across industries with SXSW, New York Public Library, Cannes Lions and other organizations to further the brand's overall reach.

Munding is involved in various charities and industry associations including Delivering Good, She Runs It, and the American Heart Association.