



Sony Music Entertainment (SME) [announced](#) of the

appointment of Yvonne Gerald as Vice President, Podcast Marketing and Monica Toribio as Vice President, Podcast Finance. They will both be based in New York. Gerald will report to Emily Rasekh, Podcast Business Development and Operations and Toribio will report to Steve Ackerman, EVP and Co-Head, Global Podcasts and Jez Nelson, EVP and Co-Head, Global Podcasts.

In her new role, Gerald will oversee the planning and development of innovative marketing strategies to launch, brand and develop podcasts throughout the product life cycle. She will work closely with platform partners, internal production teams and external partners to build awareness and drive audience expansion for the company's growing podcast slate. Gerald joins SME from TIME where she focused on developing new touchpoints to enhance consumer engagement and revenue growth. Prior to TIME she led brand strategy and marketing initiatives for NBCUniversal, Viacom and Kraft Foods.

In addition, Toribio will lead the newly expanded Global Podcast Division's financial operations. She will work with SME leadership to guide strategic initiatives and manage various ongoing operational aspects across all podcast productions. Toribio joins SME from Disney Theatrical Group where she managed the production accounting and analysis team. She's held several leadership roles after beginning her career at PricewaterhouseCoopers in assurance and business advisory.

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Source: [Sony Music Entertainment Appoints Yvonne Gerald and Monico Toribio](#)