

Music Industry Moves: Seeker Music Partners With MITH Media, Plots Expansion Into Latin America

MITH Media is led by Charlie Guerrero and Paloma Hecht, managers for Latin music star Sofia Reyes.

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Seeker Music is expanding into Latin American and U.S.-based Latin music markets by partnering with Latin record label, artist management and entertainment company **MITH Media**.

Seeker will jointly sign songwriters and artists, acquire and manage catalogs and develop new genre-focused IP and projects in tandem with MITH. Grammy-nominated Latin songwriter K. Sotomayor (Selena Gomez, DJ Snake, Sofia Reyes, Maria Becerra, Kim Petras), and the singer-songwriter Delian (Mariah Angeliq, Sofia Reyes, Kurt, The Change, Malu Trevejo, Chesca, Lourdiz) are the first two signings to the Seeker-MITH publishing partnership.

As part of their partnership, MITH will help manage Seeker's catalog through Latin America, an effort that began in 2023 when Seeker and MITH teamed up to promote the tenth anniversary of One Direction's "Midnight Memories" (rights of which Seeker holds via their acquisition of John Ryan's catalog) throughout the region. Seeker Music, a music rights, publishing, and record company founded by Evan Bogart in 2020, also has owns the copyright for works of Christopher Cross, Charlotte Caffey of the Go-Gos, Run the Jewels (first three albums) and Jon Bellion, among many others.

MITH was founded by Charlie Guerrero and Paloma Hecht over a decade ago, and is responsible for managing the careers of such Latin stars as Sofia Reyes and Carlos Zaur. The company has worked for and released songs for such acts as David Guetta, Sean Paul, Reyes, Jason Derulo, Maria Becerra, Anitta, De La Ghetto and more in collaboration with Warner Latin, Neon16 and Sony Latin. Outside of creating and distributing music, MITH also creates sponsorship and branding opportunities for brands like T-Mobile, L'oreal, Cuervo, and Heineken. They have also launched partnerships for the West Coast and Las Vegas with Latin music event, Bresh.