

For Immediate Release

OfficialCommunity Welcomes Ron Thomson as New CEO to Spearhead Global Expansion and Innovation

Toronto, Canada, April 16th 2024 – OfficialCommunity (OCC), a leading full-service fan engagement and brand management company, is thrilled to announce the appointment of Ron Thomson as its Chief Executive Officer. With a distinguished career at the helm of Cameron Thomson Group Ltd., a global business development firm, Mr. Thomson brings over two decades of expertise in scaling media, entertainment, and technology companies to new heights.

OfficialCommunity, with its operations spread across Toronto, Los Angeles, New York City, and London, has been at the forefront of digital brand management for musical artists, ensuring an always-on, world-class web presence that not only engages fans but also turns them into loyal customers. Often referred to as “E-commerce for Rockstars”, OCC provides the highest quality of Artist Branded e-commerce and Fan Community Engagement to ensure a purely authentic experience for fans to feel they are seamlessly purchasing from their favorite singer or band, from the ticket stub to the receipt it is all presented in the artists’ image and name, matching their own brand and voice perfectly.

The company’s comprehensive suite of services includes brand management, music & bundles, event ticketing, VIP and online retail, all designed to enhance artists’ online presence, fan engagement, and profitability while adhering to strict data privacy regulations.

Ron Thomson’s track record of entrepreneurial leadership and growth acceleration in the media, entertainment, and technology sectors positions him as the ideal leader to guide OCC through its next phase of growth, funding, and global expansion. His experience in fostering relationships with industry leaders and scaling companies from small-cap to large-cap status aligns perfectly with OCC’s mission to bridge the gap between artists and their fans through innovative online strategies and services.

Under Thomson’s leadership, OCC is set to capitalize on evolving market opportunities to not only sustain but also expand its influence and offerings in the global music industry. His appointment signifies a new chapter for OCC, promising a future filled with groundbreaking strategies and unparalleled success in the fan engagement realm.

“Ron is a transformative thinker whose vision for growth and innovation has consistently led companies to exceed their performance objectives,” said a spokesperson for OfficialCommunity. “His ability to navigate the complex landscape of media, entertainment, and technology makes him the perfect choice to lead OCC. We are excited to embark on this journey of expansion and innovation under his guidance.”

As OCC welcomes Ron Thomson to the team, the company reaffirms its commitment to delivering exceptional value to artists, managers, promoters, and fans alike, reinforcing its position as a trusted partner in the music industry's digital landscape.

About OfficialCommunity

OfficialCommunity is a premier fan engagement and brand management company that provides a suite of online services to musical artists and the entertainment industry. From advanced e-commerce websites development to online retail, OCC's offerings are designed to enhance the digital presence of artists, fostering deeper connections with fans while ensuring profitability and compliance with data privacy standards.