

Connor Panayi

0 > 1 Product Leader and Grammy-recognised Producer with 10+ years at the intersection of music IP, AI infrastructure, and digital assets. Rare hybrid of high-level creative success (16B+ streams for Coldplay, BTS, The Rolling Stones) and technical product execution. Expert at translating complex creative needs into AI roadmaps, having shipped DAW-native generative tools and AI-driven synth reconstruction. Proven track record of scaling technical ecosystems to \$2.5B FDV and bridging the gap between non-technical stakeholders and engineering teams.

EXPERIENCE

Camp Network - Layer-1 blockchain ecosystem focused on AI-native IP infrastructure.

Head of Music, AI & Infrastructure (Jan 2025 – Feb 2026)

- Led cross-functional strategy for a Layer-1 blockchain specifically engineered for AI-native IP infrastructure.
- Built ecosystem partnerships for AI integrations and IP-attribution models, contributing to a \$2.5B FDV at token launch.
- Designed a tokenised IP framework to onboard creative assets and metadata for AI model training, ensuring transparent attribution and monetisation for rights holders.
- Collaborated with AI researchers and developers to align the technical roadmap with the requirements of generative media and high-stakes data provenance.
- Managed the "0-to-1" delivery of core network infrastructure designed to bridge real-world creative IP with AI-driven workflows.

MineFM - Onchain social music discovery platform.

Co-Founder & Co-CEO (Aug 2024 – Current)

- Co-founded and led product strategy from concept to live launch
- Secured early-stage funding and managed cross-functional product team
- Designed creator-centric social and curation infrastructure
- Continues as experimental platform at the intersection of culture and technology

Sonu Stream - Digital streaming platform integrating blockchain infrastructure.

Head of A&R & Artist Partnerships (Jan 2022 – Aug 2024)

- Led strategic partnerships for an artist-first streaming platform, onboarding millions of tracks through label and distributor deals.
- Acted as primary liaison between creative stakeholders (artists/labels) and technical teams to build UX/UI and rights management systems.
- Collaborated on distribution tooling to simplify the transition of creative IP into a digital-first environment.

Independent Creative & Technical Career

Record Producer & Engineer (Oct 2013 – Current)

- 13+ years professional experience in worldwide music production & engineering
- 16+ billion cumulative streams
- Multiple Grammy nods & voting member of the Recording Academy & member of Producer & Engineer's Wing
- Deep intercontinental relationships across artists, labels, publishers and distributors
- Parallel expansion into tech, business development and growth strategy

Examples of shipped products:

Patch | AI Synth Reconstruction Tool

- Built an AI-driven tool that reconstructs any sample into an editable, hosted synth patch for Logic Pro.
- Developed the logic for "reasoning" its way to a matching patch based on brightness, harmonics, and attack, rather than simple playback.
- Successfully bridged the gap between generative AI and production-grade DAW channel strips.

ElevenIdeas | Generative Music Plugin

- Integrated the ElevenLabs API into a DAW-native plugin to generate song-aware melodies, harmonies, and sound effects.
- Designed "ElevenBrain," a master-bus companion that listens to key, energy, and tone to shape generative results.
- Managed the full lifecycle from prompt-engineering to UI/UX for professional music creators.

More can be found @ <https://panayi.me> (pass: beats-not-bugs)

Core Skills:

- AI/Product: GenAI (ElevenLabs API, Claude, GPT-4o), Product Discovery, Roadmapping, SQL, Prototyping (Cursor, v0).
- Strategy: 0-to-1 GTM, Stakeholder Management, Strategic Partnerships, Ecosystem Scaling, Business Development
- Music Tech: Rights Management, DSP Infrastructure, Music Repertoire Knowledge, DAW Workflows (Logic, Ableton).

+447805406043 CONNOR.PANAYI@GMAIL.COM