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**Entertainment Executive Beth Greve Tapped as Director and Global Head of Sales for Iron Mountain Entertainment Services**

*Greve joins Iron Mountain Entertainment Services to lead physical and digital services growth and revenue*

**BOSTON –** Iron Mountain Entertainment Services (IMES), the media and entertainment division of Iron Mountain Incorporated® (NYSE: IRM), has announced the appointment of entertainment, sports and digital media executive Beth Greve to Director and Global Head of Sales. Deemed a “purveyor of cool” according to Adweek’s Top 50 (2014), Greve will play a key role in revenue growth and advancing new and existing business opportunities across the various industries IMES serves, from music, film, broadcast and sports to brand archives and individual artists’ collections and estates.

“Beth is a veteran in the media and digital content industries and has long been a champion of content and its creators,” said Lance Podell, SVP and GM of Iron Mountain Entertainment Services. “Her experience putting clients first and building lasting partnerships, combined with her deep knowledge and appreciation of media in all its forms, will serve as an invaluable resource to IMES and our present and future clients as we continue to protect and preserve some of the world’s most iconic treasures across film, music, television and more.”

In her role, Greve will be responsible for the acquisition, retention and growth of new business opportunities that advance IMES’s global leadership position in the media preservation and archive management space. Along with her strategic responsibilities, Greve will oversee the global sales and account management teams and partner closely with the marketing team to maximize relationships within the media and entertainment industries. A seasoned leader in commercializing businesses in the entertainment, sports and digital industries, Greve will play a pivotal role in maintaining and advancing IMES as a global industry-leader.

“Iron Mountain Entertainment Services has been an essential partner to all facets of the music, film and sports communities for decades – it is an immense honor to join this team,” notes Beth Greve, Director and Global Head of Sales for Iron Mountain’s Entertainment and Services Business. “In this time when entertainment archives are so critical to engaging audiences and protecting revenue streams, the opportunity to help grow this company is truly energizing.”

Most recently, Greve was Chief Commercial Officer at GoldieBlox, the media company known for introducing girls to STEM through content, products and experiences, where she led all revenue and marketing strategies for the company. Prior, Greve served as Chief Commercial Officer for the World Surf League, where she spearheaded revenue growth by designing new monetization strategies and revenue opportunities, significantly increasing YOY growth. Greve has also served as the SVP of Digital at Discovery Networks, Chief Revenue and Partnerships Officer for AwesomenessTV, and as Head of Entertainment Content West, Business Development at YouTube.

To learn more about Iron Mountain Entertainment Services, please visit <https://www.ironmountain.com/industries/entertainment>.

Photo file: BethGreve.JPG

Photo caption: Beth Greve, Director and Global Head of Sales for Iron Mountain Entertainment Services

**About Iron Mountain Entertainment Services**

Iron Mountain Entertainment Services (IMES), the media and entertainment division of Iron Mountain Incorporated®, is the go-to physical and digital media archiving service for the media and entertainment industries. IMES partners with clients ranging from the broadcast, film, music and sports sectors to brand archives and individual artists' collections and estates, to protect and activate media archives to preserve our collective cultural heritage. A global leader in media preservation, restoration and archive management, IMES offers industry-leading archive, storage, chain-of-custody processes and physical and digital content preservation solutions to ensure the complete protection of some of the world’s most treasured and iconic assets. Visit https://www.ironmountain.com/industries/entertainment for more information.

**About Iron Mountain**

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 225,000 organizations around the world, and with a real estate network of more than 90 million square feet across more than 1,480 facilities in over 50 countries, Iron Mountain stores and protects billions of valued assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include information management, digital transformation, secure storage, secure destruction, as well as data centers, cloud services and art storage and logistics, Iron Mountain helps customers lower cost and risk, comply with regulations, recover from disaster, and enable a digital way of working. Visit http://www.ironmountain.com for more information.

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**Media Contacts**

***Meg Travis*** */ Iron Mountain Entertainment Services / 617-535-8366 /* [***Margaret.Travis@ironmountain.com***](mailto:Margaret.Travis@ironmountain.com)

***Robert Clyne*** */ Clyne Media, Inc. / 615.662.1616 /* [***robert@clynemedia.com***](mailto:robert@clynemedia.com)

***Lisa Roy*** */ Rock & Roy / 310.463.1563 /*[***lisaroyaudio@mac.com***](mailto:lisaroyaudio@mac.com)