Stephen Sternschein

CEO · Founder · Advisor · Attorney ssternschein@gmail.com

Stephen's current focus is fusing his legal, business, product dev experience and unquenchable curiosity with a growing expertise in prompt engineering and LLMs post-training to build novel user-empowering, empathetic AI applications for fun and profit.

Over the past 15 years, Stephen has accumulated extensive experience in **transactional entertainment law,** general corporate law, **contract drafting and negotiation**, intellectual property transactions, real estate/property transactions, landlord/tenant disputes, **discovery/deposition/motion practice in civil litigation**, bankruptcy law, **employment law,** regulatory compliance in multiple industries, venture funding / diligence processes, private equity placement, mediation, settlement and arbitration proceedings.
Stephen also has unique experience in **taking software and brick and mortar businesses from 0→1** and, after co-founding and exiting Prism.fm in 2020, has **advised, consulted and launched an extensive portfolio of platforms** and services in the live entertainment space, and adjacent to it, including SeeTickets (acquired by Eventim in 2025), and Big Neon (acquired by Spotify in 2023).

CURRENT CONSULTING & ADVISORY WORK

Generalist (Contract) · Mercor · Oct 2026 – present
- Helping to train AI to understand how professionals carry out real work on a computer

Oracle Contributor (Contract) · Outlier / Scale.ai · Jul 2026 – present
- Evaluation of frontier model reasoning through attempting, reviewing and designing model stumps - prompt engineering, synthetic dataset creation with multi-modal and multi-domain fact patterns, rubric & skill design

Expert, Legal Domain (Contract) · DataAnnotation · Jun 2026 – Jul 2026
- Trained and evaluated AI outputs across legal, startup, and business tasks through harness/agentic development, domain-specific design and testing

Domain Expert Consultant · AlphaSights, GLG · 2022 – present
- Project-based advisory as a live-music-industry subject-matter expert, particularly as it pertains to product development, market analysis, TAM assessments

PAST EXPERIENCE

Co-founder & CEO · Texas Music Holding Company (TMHC) 2012 – 2026
- Grew TMHC and its subsidiaries from $0 to $10M in annual revenue, $30M in enterprise value. Acquired and integrated assets across technology, hospitality, and real estate divisions.
- Served as in-house legal counsel to TMHC and its subsidiaries; developed HR programs and workforce compliance across hundreds of employees and contractors working for a half dozen different subs.
- Handled all employee / HR related issues, including integration/onboarding, crisis communication, transition management and employee misconduct/mischief, theft of trade secrets/company data requiring court intervention / protection, settlement and severance agreements for departing executives.

Co-founder & Treasurer · NIVA 2020 – 2021
- Founding board member; led financial operations and fundraising for the trade association's national lobbying campaign "Save Our Stages" which resulted in the $16.25B Shuttered Venue Operators Grant, enabling independent artists, their teams, and venues to recover and reopen after pandemic shutdowns.
- Researched and deployed fundraising tools, sales tools, and innovative cause-based brand partnerships to power the campaign.
- Created and produced SOS Fest with YouTube Music — award-winning digital content and an innovative cause-based partnership that outfitted dozens of independent venues around the US with cutting-edge streaming capabilities during the global pandemic, raised millions of dollars in emergency relief and raised awareness through billions of impressions (SOS Fest took over Google's search bar for a day!)

Co-founder · CPO → President · Prism.fm 2016 – 2020

- Co-founded a live entertainment booking & management platform for SMB operators, like Salesforce for events.
- Led 0→1 product discovery and workflow design through hands-on field research, translating real venue operations into clear requirements and adoptable product flows.
- Led 0→1 b2b sales, partnership and business development to over $1M in ARR in less than 2 years
- Exited in 2020 (Pandemic)

Attorney · Law Offices of Stephen D. Sternschein, Esq. 2010 – 2013

- Represented artists, producers, music tech startups, small business operators in transactional and general legal matters in New York City and New Jersey area.

Judicial Law Clerk to the Honorable Joseph A. Portelli, J.S.C. 2009 – 2010
Superior Court of New Jersey, Passaic County

SELECTED CREDITS - FILM & TELEVISION

Executive Producer · Save Our Stages Fest 2020

- Executive-produced the landmark virtual festival in partnership with YouTube Music — 30+ artists across independent venues nationwide, plus a Google Search takeover for the cause. Clio and Webby winner.

Producer · Stand Up Empire 2016

- Produced a documentary / comedy special filmed at Empire Control Room; aired on PBS.

Producer · Music Tech Mashup @ Empire 2010 – 2025

- Curated and produced the annual SXSW showcase bringing legendary music people and technologists together to build a better-sounding future for artists through collaboration.

Manager · Shinobi Ninja 2010 – 2013

- Developed one of the first mobile artist apps, “Shinobi Ninja Attacks,” and built go-to-market strategy that launched independent artists’ first touring, label and publishing deals.

SELECTED AWARDS/RECOGNITION

Billboard Top Music Venues (Empire) · 2025
Billboard “Change Agents” (SS, for work starting NIVA) · 2021
Webby People’s Voice (SOS Fest) · 2021 Silver
Clio (SOS Fest) · 2020

EDUCATION

J.D. · Brooklyn Law School 2009

B.A. · University of Pennsylvania 2005