



Carl Hammerdorfer is an international fanatic. He speaks ten languages, to varying degrees, and makes his living managing projects in developing countries. He imagines a future without artificial borders, hunger, war, and all that stuff that people everywhere dislike.

He had the original idea of creating his last soundtrack in 2012 while listening to a song that he loved as much as just about anything. "Damn, that's good," he thought. "So good, that I'd want that played at my funeral."

After having this thought a half dozen times, and while cycling with his old friend, Joe Cannon, he shared this notion. "I don't know," Joe replied, much too practically. "It's a neat idea but I can't see how you build a business around it." Carl knew - even then - that Joe would eventually invest.



**Carl Hammerdorfer, Founder**

Joe Cannon is a marketing professor, a futurist, an unreformed ideas-aficionado, an avid cyclist, and an excessively practical person. He loves the Packers, the Tarheels, and, most of all, his wife and three daughters.

While his business partner clung doggedly to the idea that creating a soundtrack for your last party was, in and of itself, pure genius, Joe knew better. He put his fundamental faith in marketing to work and redirected MLS towards potential customers. "What do people want?" he asked. "What will they share? What will the actually pay for?"

Fully engaged in teaching and research, and writing his marketing textbook, Joe persuaded his business partner, Carl, that they could not possibly answer all these questions by themselves. They already had jobs. So, they went looking for a CEO.



**Joe Cannon, Founder**

Sue Kemple was minding her own business at her home in Raleigh, NC, writing, raising her sons, rooting for the NY Giants, when Carl and Joe approached her out of the blue about My Last Soundtrack. Sue already has an internet business, and plenty to do, but was intrigued by the idea of applying digital solutions to the problem of dying, death, grieving, and memory.

After a few weeks of long-distance persuasion, she decided to try MLS out for a few months. Two years and one thousand conversations later, Sue has redirected the venture towards the needs expressed by people in hospice and groups that support a new approach to experiencing and processing what we all hold in common, our mortality.



**Sue Kemple, CEO**