

Nick Boyd — Fact Sheet

WHO

Founder of POTSH Music; editor of Clarity Unlocked. Former marketing executive at Target, Nike and Gap (20 years). Based in Portland, Oregon.

VERIFIED STATS

25K+	6	40+	200+	13+	3	1
Streams	Artist worlds	Artists	Original tracks	Published essays	Web properties	Human operator
Apple Music + Spotify alone	human-led	one roster	produced	Clarity Unlocked		

Reached 25K streams July 15, 2026 · catalog built since August 2025 · Source: Apple Music / Spotify for Artists.

BOILERPLATES

Nick Boyd

Founder of POTSH Music and editor of Clarity Unlocked. A former marketing executive at Target, Nike and Gap, he writes and builds at the intersection of creative culture, AI, identity and intellectual property, based in Portland, Oregon.

Clarity Unlocked

A disclosed, AI-assisted editorial platform covering AI, work, ownership, rights and culture, with named bylines and a single accountable editor.

POTSH Music

A human-led, rights-controlled music studio — one label, six artist worlds and more than 40 artists — built in Portland, Oregon.

CONTACT press@potsh.com · nickboyd.com/press

APPROVED QUOTES

"The best brands don't rent your attention for six seconds; they build a character you'll follow for a season. Assets get skipped. Characters get subscribed to."

— Nick Boyd

"The AI era won't be won by the loudest model. It'll be won by the people who decide what gets to be called real."

— Nick Boyd