

FENDER MUSICAL INSTRUMENTS CORPORATION ANNOUNCES NEW PRODUCT DIVISION LEADERSHIP STRUCTURE

HOLLYWOOD, CALIF. (March 7, 2017) – Fender Musical Instruments Corporation (FMIC) CEO Andy Mooney today announced new executive structure within the product division for two of its esteemed and loyal employees, Richard McDonald and Justin Norvell.

Richard McDonald, who joined the company in 1993 and most recently held the role as Executive Vice President Fender Brand, will assume a newly created leadership position of Chief Product Strategist. In his new role, he will provide counsel and guidance for the long-term product vision for Fender's core business.

Justin Norvell will be stepping into the role previously held by McDonald, and will now report directly to CEO Andy Mooney as Senior Vice President, Fender Products. Norvell, whose 20-year tenure with FMIC began in 1996, will allow for a seamless transition as he oversees all aspects of the Fender Brand, including: electric guitars and basses, acoustic guitars, amplifiers, accessories, lifestyle, and licensing.

"We are very pleased to welcome Richard and Justin in their new executive management roles," said Andy Mooney CEO Fender Musical Instruments Corp. "Both their experience and commitment has been and will remain invaluable as we continue to deliver new innovative products and categories the Fender brand is known for."

Full bio and headshot of Richard McDonald and Justin Norvell available [here](#).

For additional information on new Fender products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender.

#

Fender Media Contact:

Christina Stejskal

Head of Communications

Fender Musical Instruments Corp.

Email: CStejskal@fender.com

ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271765-fender-musical-instruments-corporation-announces-new-product-division-leadership-structure/>