

OVATION GUITAR NAMES DARREN WALLACE AS BRAND MANAGER

VETERAN OVATION ENGINEER TO LEAD LEGACY BRAND

GARFIELD, NJ (September 10, 2014)—KMC Music has appointed Darren Wallace as Brand Manager for Ovation Guitars. As a master luthier, Wallace has been an integral part of Ovation's product design and development throughout his 21 years with the company. He began his career at Ovation managing the Standard Balladeer Cell, working up to Production Manager and then Engineering and R&D Manager. As Brand Manager, Wallace will oversee all Ovation brand activity, including manufacturing, new product development and strategic marketing.

Wallace had this to say about his preferment, "Since its inception, Ovation has been the most technologically advanced acoustic guitar in the industry. In my new role as Brand Manager, I look forward to pushing the envelope of acoustic-electric guitar design, while at the same time preserving and paying tribute to the long history of our iconic brand."

Since 1964 Ovation has been making one of music's most recognizable guitars. The company's revolutionary bowl shape and onboard electronics make it a unique and sought-after instrument. Although the company recently ceased manufacturing guitars in its Connecticut facilities, production continues in its overseas plants.

Photo included: DarrenWallace.JPG

Caption: Ovation Guitar's Brand Manager Darren Wallace

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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

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