



The Jackson® and Charvel® Custom Shop promotes Joe Williams to master builder

SCOTTSDALE, Ariz. (January 16, 2018) - Jackson and Charvel proudly announce that Joe Williams has been promoted from an apprentice to Custom Shop Master Builder.

"Given his diverse talents as a builder, outstanding work ethic and enthusiasm, Joe Williams is an invaluable asset to the Custom Shop," said Jackson/Charvel Vice President of Category Management Jon Romanowski. "As a player and true fan of hard rock and heavy metal himself, Williams also brings a unique perspective and key insight into the exacting needs of modern guitarists. We couldn't be happier to have his firepower in the shop as we continue to build upon our storied Jackson and Charvel brands."

Williams has trained over the last decade under the expert wing of Master Builder Mike Shannon, earning the prestigious guru's full endorsement and stamp of approval.

"Joe is probably one of the most valuable people in the building, one of very few people who can do every process — from the mill all the way to final assembly and figuring out some of the most difficult wiring issues that we have," said Shannon.

Williams has contributed to many high-profile Custom Shop projects, including management of the relic process, assembly and setup for the Randy Rhoads Tribute Concorde Replica models, and initial conception and design of the B7 and B8 models.

He also built the first Jackson “multi-scale” instrument. In what he good-naturedly referred to as “a beast of a build,” he created an eight-string Soloist model with an innovative 27.75”-25” scale length and asymmetrical five-piece neck.

Williams’ passion for tinkering with guitars dates back to his teens when he first started out playing the instrument. Assuming it was only a phase, his parents got him an inexpensive Squier® beginner instrument. An enterprising teen, Williams quickly taught himself to modify and improve his \$100 guitar to sound and feel like his friend’s high-performance Charvel.

He later leveraged those skills with a paying gig at a vintage guitar shop, where he repaired and set up used guitars. Upon joining Jackson in 2005, he continued developing his skills in final assembly, handling wiring and setup work. His attention to detail caught Shannon’s, and Williams was subsequently given sole responsibility for custom assembly work.

During the last 10 years, Williams attended school to learn CNC programming and Manufacturing Technology, while also training aside Shannon in the Custom Shop, slowly working his way backward through the production process—from final assembly to buffing and polishing to mill work.

“Working as Mike Shannon’s apprentice for nearly a decade has pushed my skills to a level I didn’t know they could reach,” said Williams. “When I started in Jackson, Mike opened my eyes to a lot of things in the overall aspect of the guitars we make. I was a savvy tech and assembler, but Mike didn’t hesitate to challenge me for the better. Matching the quality and craftsmanship of someone with over 30 years of experience and immense talents is a challenge. In addition to learning to make an instrument to his standards, I’ve also been able to apply my insight as a player.

“The road to the position of Master Builder has been long but rewarding, and I’m both honored and humbled,” he continued. “The path doesn’t end here though. I look forward to carrying on the tradition of what has made Jackson and Charvel great — pushing the limits of quality, innovation and playability.”

Contact a global authorized Jackson/Charvel Custom Shop dealer today to get in line for an early work from this rising star.

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ABOUT JACKSON: Jackson began back in the late 1970s, when heavy music experienced a flamboyant and virtuosic resurgence in popularity and a small Southern California guitar repair shop became the epicenter of a new level of shred-approved excellence. Ever since then, Jackson guitars have been universally lauded as the metal guitars; the shred machines—highly original high-performance instruments of distinctive style and formidable substance. From metal’s chart-topping peaks to its darkest recesses, for discerning guitarists all over the globe, Jackson is the only way to go.

ABOUT CHARVEL: Charvel guitars are the very embodiment of high-performance tone machines, and discerning players who prize superior sound and feel have turned to the company's finely crafted guitars as their weapons of choice for more than 30 years. From metal masters including Warren DeMartini and Jake E Lee to instrumental fusion legends such as Allan Holdsworth and Shawn Lane to modern day virtuosos like Guthrie Govan, musician's musicians worldwide have long relied on Charvel for exceptional guitar design.

ABOUT FENDER MUSICAL INSTRUMENTS CORPORATION: 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 brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH® and Charvel®, follows a player-centric approach to crafting the highest quality instruments and musical solutions across genres. FMIC is dedicated to unlocking the power of music through electric and acoustic guitars, amplifiers, pro audio, accessories and digital products that inspire and enable musical expression at every stage, from beginners to history-making legends.

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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

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