

# **FENDER MUSICAL INSTRUMENTS CORP. APPOINTS JEFF QUINN AS LICENSING DIRECTOR**

SCOTTSDALE, Ariz. (May 17, 2012) – Fender Musical Instruments Corporation (FMIC) is pleased to announce the appointment of Jeff Quinn to the position of Licensing Director.

Quinn joins FMIC's existing Licensing team. In this role, Quinn will take responsibility for the primary maintenance of new and existing FMIC licensees in the categories of fashion and related accessories, bags and luggage, and collectibles.

Quinn joins FMIC from Los Angeles-based children's television network BabyFirstTV, where he served as sales and marketing vice president. Before that, he served as sales and licensing vice president at Georgia-based educational products maker the Brainy Brands Company. His extensive and experienced licensing expertise has also encompassed work with the Walt Disney Company, Warner Bros. Entertainment Inc. and the NFL Quarterback Club.

Quinn earned a bachelor's degree in business administration from the State University of New York in New Paltz, N.Y. He also holds an international business certificate from American University in Rome, Italy, and a brand marketing certificate from Emory University in Atlanta, Ga.

Quinn will report to Mark Van Vleet, FMIC senior vice president of business development, and will be based in FMIC's Scottsdale, Ariz., headquarters.

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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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