

FENDER MUSICAL INSTRUMENTS CORPORATION APPOINTS EDWARD COLE AS PRESIDENT – ASIA

SCOTTSDALE, Ariz. (September 9, 2014) – Fender Musical Instruments Corporation (FMIC) announced today that Edward “Bud” Cole has joined FMIC as the President of Asia, and is responsible for developing and growing FMIC’s overall business function in one of the world’s fastest growing markets.

Cole brings more than 18 years of international lifestyle and luxury brand retail experience to the world’s most iconic musical instrument manufacturer. Prior to joining FMIC, Cole was President and Representative Director of Ralph Lauren Corporation Japan, the company’s largest business outside the United States.

In addition, Cole served as the managing director for DFS Group in Japan/Guam/Saipan. DFS is the world’s leading luxury travel retail division of the Louis Vuitton • Moët Hennessy Group (LVMH). He also served as the global accounts director and commercial director of Asian Travel Retail for wine and spirits giant, Groupe Pernod Ricard.

“Bud brings a depth of global executive leadership experience to FMIC brands,” said FMIC’s interim CEO and board member Scott Gilbertson. “He has a proven track record of success as a senior leader in Asia and I am confident he will be a significant contributor to our company’s overseas growth.”

Cole has lived in San Francisco, London, Hong Kong, Tokyo, Sapporo and Okinawa; has worked in more than 50 countries and speaks fluent Japanese. He studied Japanese Studies at the Japanese Language Institute – Sapporo and received his Bachelor of Arts degree in English Literature from Arizona State University. He is an avid songwriter, vocalist and guitarist.

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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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