



FENDER MUSICAL INSTRUMENTS CORPORATION ANNOUNCES PRODUCT AND SALES LEADERSHIP APPOINTMENTS

**APPOINTMENTS REINFORCE FOCUS ON PRODUCT INNOVATION,
SALES EXECUTION, AND REGIONAL GROWTH**

HOLLYWOOD, Calif. (April 30, 2026) — [Fender Musical Instruments Corporation \(FMIC\)](#) today announced a series of executive leadership updates to sharpen focus across its product and sales organizations, supporting the company's growth and strategic priorities under CEO Edward "Bud" Cole. These changes align Fender's product and commercial teams to support continued global expansion.

"These appointments reflect how we are aligning Fender for the future," said Edward "Bud" Cole, CEO, Fender Musical Instruments Corporation. "This is about strengthening our product organization and sales engine teams with a clear focus on innovation and execution, while building a more connected, agile organization to support long-term growth."

Justin Norvell – Chief Product Officer, Fender Guitars

Justin Norvell has been appointed **Chief Product Officer, Fender Guitars**, where he will lead FMIC's global stringed instrument portfolio across its iconic brands, including the Custom Shop. A 30-year Fender veteran, Norvell brings deep expertise in product development and craftsmanship and will focus on driving innovation and product excellence across the company.

Max Gutnik – Chief Product Officer, Fender Electronics

Max Gutnik, **Chief Product Officer, Fender Electronics**, will focus on leading Fender's global electronics and digital product portfolio. Gutnik brings deep expertise across guitar amplification, effects, pro audio, and software and will shape how players experience Fender in a modern connected way.

Irene Shvartsman – Senior Vice President Sales, Americas

Irene Shvartsman has been named **Senior Vice President Sales, Americas**, where she will lead the company's sales organization across North America, focusing on strengthening partnerships and driving performance. Shvartsman is an exceptional relationship builder and proven courageous commercial leader who will continue to strengthen partnerships and performance across the business.

Paco Elizondo – General Manager, Latin America

Paco Elizondo continues as **General Manager, Latin America**, overseeing sales and operations across the region, as Fender continues to invest in this important and growing market. Elizondo has demonstrated strong leadership in driving growth and strengthening the business across Latin America.

Together, this leadership team positions Fender to move forward with greater focus, execution, and momentum across the business.

Executive headshots are available [HERE](#).

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

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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 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.

FENDER MEDIA CONTACT:

Alex Velasquez

Fender Musical Instruments Corp.

AVelasquez@Fender.com

Press@Fender.com

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CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

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<https://fender.pr.co/270224-fender-musical-instruments-corporation-announces/>