

FENDER MUSICAL INSTRUMENTS CORPORATION APPOINTS TONY PRICE AS VICE PRESIDENT OF NORTH AMERICAN SALES

SCOTTSDALE, Ariz. (July 11, 2013) – Fender Musical Instruments Corporation (FMIC) is pleased to announce the appointment of Tony Price to the position of Vice President of North American Sales.

In this role, Price will have sales responsibility for FMI and specialty brands across all channels, and KMC fretted brands for national accounts through inside sales and FMIC's regional and district sales manager structure.

Price brings a successful track record of running FMIC's national accounts business and offers extensive prior work experience as Vice President of Microphones Worldwide for Bosch; Director of the Americas for Bose Professional, and Vice President of Guitar Center Pro Audio.

Price will report to Andy Rossi, senior vice president of global sales for FMIC, and will be based in FMIC's Scottsdale headquarters.

"This is an exciting evolution for the sales management team," said Rossi. "We are glad to have Tony with us, and expect great things for our company and our customers."

Previously holding this position was Alan Waite, who is transitioning into a new role supporting emerging strategic sales initiatives. Waite has led the FMI sales force in North America for more than 20 years and is responsible for the significant growth and market share gains that have been achieved in what is the largest musical instrument market in the world. Waite's expertise in creating growth will now be utilized at an even higher level, and will include the training and mentoring of our sales leaders, the creation of special programs and strategic planning for future growth.

“We are thrilled to have Alan’s talents focused entirely on our strategic growth plans,” added Rossi. “Alan possesses a unique skill set that has been honed over 20 years, and his passion for motivating our teams and creating plans for growth is unmatched in our industry.”

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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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