

FENDER MUSICAL INSTRUMENTS CORPORATION APPOINTS MARK TERRY TO PRESIDENT OF KMC MUSIC

SCOTTSDALE, Ariz. (October 23, 2013) – Fender Musical Instruments Corporation (FMIC) is pleased to announce the appointment of Mark Terry to the position of President of KMC Music.

Terry has more than 37 years of music industry experience, including his own global consulting firm, President of The AVC Group, President of Harman Pro Group, President of JBL Professional and Vice President of Sales for New England Digital Corporation.

Terry has extensive experience and contacts in the industry and a track record of success, and will have full responsibility of all KMC functions.

“I am pleased to announce the appointment of Mark Terry to the position of President of KMC,” said Larry Thomas, chief executive officer. “Mark is a highly accomplished and respected music industry executive and will be able to bring his extensive musical instrument industry experience and expertise to help KMC meet and exceed its business goals.”

Terry will report to Thomas and will be based in Bloomfield, Conn.

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Media Contact: Jason Farrell (FMIC)

480-845-5559 ph.

jfarrell@fender.com

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

Fender Musical Instruments Corporation
press@fender.com

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