

FENDER MUSICAL INSTRUMENTS CORPORATION PROMOTES RICHARD MCDONALD TO EXECUTIVE VICE PRESIDENT, FENDER® BRAND

SCOTTSDALE, Ariz. (May 12, 2014) – Fender Musical Instruments Corporation (FMIC) has promoted industry veteran Richard McDonald to Executive Vice President, Fender Brand. The move represents a larger strategic shift that improves alignment and better unifies all aspects of the Fender brand under one executive. McDonald's responsibility now expands beyond Fender electric guitars, amplifiers and pro audio equipment, to also include Fender acoustic products and Fender accessories, allowing the brand to be optimized for growth.

"Richard is a unique talent with an impressive blend of industry experience, creative capacity, strong business instincts and leadership traits," said FMIC's interim CEO and board member Scott Gilbertson. "With this strategic change in how the Fender brand operates within the larger organization, we are excited about the positive momentum and benefits it will bring to the business, our dealers and most importantly our consumers."

"It is an exciting time to be part of Fender's ongoing legacy and to be looking to the future with such positive energy pointed toward even greater success," said McDonald. "Fender was founded on a platform of product excellence and innovation through customer engagement. We will remain focused on fulfilling the needs of our customers and creating the most inspirational musical products possible."

McDonald most recently served as Senior Vice President, Fender Brand, and has been with the company in a variety of key positions since 1993, rising from an entry-level position to his current executive role. Among his many accomplishments at FMIC, McDonald served as Fender amplification and audio marketing manager (1997 – 2000) and vice president of electric guitars (2000 – 2002), an especially creative period during which he was

instrumental in developing some of Fender's most successful products. Prior to joining Fender, McDonald was a successful touring guitarist and Fender endorser.

#

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

COPY LINK

<https://fender.pr.co/271459-fender-musical-instruments-corporation-promotes-richard-mcdonald-to-executive-vice-president-fender-brand/>