



Fender Musical Instruments Corporation appoints Paula Boggs to its Board of Directors

HOLLYWOOD, CALIF. (DECEMBER 15, 2020) —Fender Musical Instruments Corporation (FMIC), the world's leading musical instrument manufacturer, marketer and distributor, today announced Paula Boggs has been appointed to the company's Board of Directors beginning 2021.

Boggs is founder of Boggs Media, LLC, a business that manages her music, speaking and other creative business activities. She is also a guitar player, musician, public speaker, writer, lawyer and philanthropist, having served as Board Member of numerous for-profit and non-profit organizations. She previously served as Executive Vice President, General Counsel and Secretary, Law and Corporate Affairs at Starbucks Corporation from 2002 to 2012. In 2009, NASDAQ named her its top General Counsel. Her prior professional experience includes serving as Vice President Legal for Products, Operations and Information Technology at Dell Computer Corporation and as a partner at the law firm of Preston Gates & Ellis, LLP. She also had a 14-year career in public service as an Assistant U.S. Attorney, and — in various capacities — as an attorney for the U.S. Army, the Department of Defense and the White House Office of Legal Counsel. She served eight years as a Regular Officer in the United States Army, earning Army Airborne wings and a

Congressional appointment to the US Naval Academy. She was among America's first women to do so.

Originally founded in 1946, Fender® has been making guitars, amps, pedals, accessories and other musical equipment used by artists and players around the world for nearly 75 years. Throughout that time, the brand's mission has been one hundred percent focused on players and committing to serving players at every stage of their musical journey by creating and delivering best-in-class instruments that help artists and players move their craft forward and keep guitar relevant in music culture. Earlier this year, it was announced that Servco Pacific Inc. secured a majority stake in ownership of FMIC after a long-standing, 50 plus-year relationship with the global guitar brand.

"We could not be prouder of the strength and incredible growth of Fender, especially this year. This year has proven that the power of music unites, and we will continue to do our part during this unpredictable time," said Mark Fukunaga, chairman of Fender Musical Instruments Corporation. "I am excited for Paula to join the FMIC Board. Her business and legal expertise combined with her passion for music and philanthropy will be invaluable to the overall vision of the brand."

"Though Fender's products touch every corner of the globe, I also can't think of a brand more reflecting America's rich musical traditions from the Delta, to Appalachia, to Kansas City jazz, to Carnegie Hall to Seattle's grunge," said Paula Boggs. "As a longtime fan, customer and working musician, I'm excited by Fender's dynamic present and future. It's an honor to join the Fender team."

"I'm thrilled to welcome Paula to FMIC's board. Her impressive professional experience, coupled with her passion for music brings tremendous value to FMIC's management team as we enjoy record company growth," said Andy Mooney, CEO Fender Musical Instruments Corporation.

Since leaving Starbucks, Boggs has volunteered for a presidential campaign; serves on for-profit and non-profit boards; raises money in support of causes she champions; gives speeches across the United States and beyond; writes music, co-produces albums for, and tours extensively with, Paula Boggs Band. In 2013, President Obama appointed her to the

President's Committee on the Arts and the Humanities, and in 2018 she received the Seattle Mayor's Arts Award. Paula Boggs owns several U.S. Copyrights and is a Voting Member and Board Governor of The Recording Academy, Pacific Northwest Chapter.

She is a graduate of the University of California at Berkeley School of Law (Boalt Hall) and earned a bachelor's degree in International Studies (economics, energy policy) from Johns Hopkins University. She was also an adjunct professor at the University of Washington School of Law.

FMIC has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers and distributors. The legacy brand is dedicated to supporting artists, from beginners to history-making legends, on every step of their musical journey, taking a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. In 2015, Fender introduced its digital arm, and then its hero product Fender Play in 2017, unlocking the power of musical expression for all players.

Executive and headshot of Paula Boggs available [here](#).

For technical specs, additional information on new Fender 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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FENDER MEDIA CONTACT:

Christina Stejskal

Vice President, Global Communications

Fender Musical Instruments Corp.

CStejskal@Fender.com

Press@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

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Fender Musical Instruments Corporation
press@fender.com

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