

# **FENDER MUSICAL INSTRUMENTS CORPORATION APPOINTS BOB ROBACK AS PRESIDENT**

LOS ANGELES, Calif. (April 28, 2014) – Fender Musical Instruments Corporation (FMIC) announced today that Bob Roback has joined FMIC as President and has also joined the company's Board of Directors. Roback has extensive experience as an entrepreneur and executive in the music business, overseeing the growth and development of many of the most innovative consumer experiences in digital music and converting those experiences into successful businesses.

Roback is an important new addition to Fender's senior leadership team and will have a wide scope of responsibility including overseeing the development of Fender's emerging digital strategy aimed at deeply engaging musicians and music fans more broadly. Roback will also establish a new Los Angeles office in order to expand the company's consumer marketing and digital capabilities.

"Bob brings an impressive set of skills and a track record of success that is a terrific complement to Fender's growth strategy," said FMIC's interim CEO and board member Scott Gilbertson. "We are looking forward to fully developing the incredible potential of the Fender brand."

"I'm excited and humbled to have the opportunity to contribute to the future of such an iconic, revered music brand and to develop opportunities for both musicians and fans to connect more closely with it," said Roback.

Roback was most recently the Chief Executive Officer of Dashbox, a cloud-based workflow management system for music licensing, and Managing Director of The Media Farm, a media company focused on owning and managing an IP portfolio for multi-platform exploitation. Prior to Dashbox and The Media Farm, he founded LAUNCH Media, Inc. and served as its President.

LAUNCH transformed the consumer music discovery experience online, and Roback led the company through its initial public offering in 1999 and then its acquisition by Yahoo! in 2001. Following the sale, he served as Vice President and General Manager of Yahoo! Music, where he led the company's global music operations and built it into the Internet's most popular music destination.

Prior to LAUNCH, Roback was an associate practicing corporate and securities law at the international firm of Mayer, Brown & Platt. He received his J.D. magna cum laude from the University of Minnesota Law School and his B.S. in Economics from The Wharton School of The University of Pennsylvania.

# # #

## 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](mailto:press@fender.com)

### COPY LINK

<https://fender.pr.co/271465-fender-musical-instruments-corporation-appoints-bob-roback-as-president/>