



## **Guitar Center Appoints Kristin Shane as Executive Vice President, Chief Merchandising and Marketing Officer**

*Retail Leader to Enhance End-to-End Customer Experience, Reinforce Guitar Center's Market Leadership*

**WESTLAKE VILLAGE, Calif.,** (March 19, 2024) – Guitar Center, the world's largest omnichannel musical instrument retailer, today announced the appointment of Kristin Shane as Guitar Center's Executive Vice President, Chief Merchandising and Marketing Officer, effective immediately. Reporting directly to CEO Gabe Dalporto, Shane will oversee the integration of the marketing and merchandising functions to enhance the end-to-end customer experience. Shane will be responsible for product, promotions, visual merchandising, omni-channel experience, and activations.

"As a visionary leader and a world-class merchant, we are thrilled to welcome Kristin Shane to our executive team," said Guitar Center CEO Gabe Dalporto. "Kristin's impressive track record of market and sales growth, coupled with her nearly 20 years of retail expertise in the specialty product market, will be instrumental in activating Guitar Center's new strategic direction and creating a more customer-centric experience."

Shane transitions to her new role at Guitar Center from PetSmart, where she served as Senior Vice President, Chief Merchandising Officer, driving billions in incremental sales and market expansion. Previously, she demonstrated her merchandising prowess at Target as Vice President Merchandise Manager for the Beauty and Personal Care Business, leading to significant growth and earning the WWD's Best Beauty Retailer Award. Shane enriched her retail portfolio by advising high-growth beauty brands, helping to drive their strategic direction and go to market strategies.

"Guitar Center stands at the forefront of the musical instrument retail industry, and I am humbled to be part of its next chapter," said Shane. "Together, we will continue to build on the company's legacy, setting a new course to revolutionize the end-to-end customer experience. Leveraging my background in transforming retail spaces and driving significant market growth, I am eager to implement forward-thinking strategies that not only drive business results but also enrich our customer journey. My goal is to ensure that every interaction with Guitar Center is not just inspiring but also deeply resonates with our customers' passion for music, setting new standards in retail excellence and customer satisfaction."

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**About Guitar Center:**

Guitar Center is the leading retailer of musical instruments, lessons, repairs, and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit [guitarcenter.com](https://www.guitarcenter.com).

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