



## **Guitar Center Director of Merchandising Kristy Porter Honored with She Rocks Award from The Women's International Music Network**

*Sixth-annual awards held during the 2018 NAMM Show in Anaheim, CA*

**Westlake Village, CA** (January 29, 2018) – Guitar Center, the world's largest instrument retailer, is proud to announce that Kristy Porter, Guitar Center Director of Merchandising, has been honored with the prestigious She Rocks Award from The Women's International Music Network. The sixth-annual awards were held on Friday, January 26, 2018, at the House of Blues in Anaheim, CA – concurrent with The NAMM Show 2018. The awards honor women in leadership within the music industry and pay tribute to their impressive accomplishments. Previous recipients include female industry leaders such as Colbie Caillat, Ronnie Spector and Sheila E. At the awards, Porter was introduced by Michael Amkreutz, Guitar Center Executive Vice President, Merchandising and E-Commerce.

Porter joined Guitar Center in 2001 as an associate in the Oxnard, CA store and quickly grew within the ranks to the Assistant Store Manager. She learned everything about the gear she was selling and created an exceptional customer service experience for all. In 2005, an open position at the Guitar Center Corporate Offices piqued her interest. Her store work experience, along with being a passionate rock guitarist, provided her with the expertise to become the first female to have a Buyer role in the company's history. She quickly excelled and was promoted to the Director of Merchandising in 2013, contributing to the success of one of the biggest sales categories for the company. She created GC's Lifestyle department, which includes Apparel and Gifts, which is now a multimillion-dollar category.

Additionally, Porter serves as a Steering Committee member of GCNOW, Guitar Center's Network of Women, which celebrates the achievements of women within the company and provides guidance and mentorship for other women to help their career advancements. Porter has always had the passion to work in a music-related industry and is thrilled that her career keeps her surrounded by musicians, music lovers and great gear.

"The music industry is a very unique industry to be in. It's driven by passionate and creative people, and I'm genuinely grateful to be a part of it," said Porter. "I love being able to go to work every day and be in a position to help provide the products and tools musicians need to share their music with others."

The event was co-hosted by Kat Corbett, DJ on KROQ in Los Angeles, where she hosts the midday show and local music show, *Locals Only* and host for Sirius XM, and Women in Music Network (WiMN) founder, Laura B. Whitmore.

Additional 2018 She Rocks Awards honoree recipients include:

- **Pat Benatar**, four-time GRAMMY® Award-winning artist

- **Melissa Etheridge**, Grammy® Award- and Academy® Award-winning artist
- **The B-52s Katie Pierson & Cindy Wilson**, original members of one of the most beloved party rock bands of all time
- **Karla Redding-Andrews**, Executive Director for The Otis Redding Foundation
- **Exene Cervenka**, vocalist for the iconic punk band, X
- **Amberly Crouse-Knox**, Senior Director of Creative and Business Development, BMG Production Music
- **Jean Millington Adamian, June Millington, Brie Howard Darling, Patti Quatro Ericson** and **Alice de Buhr** of the pioneering all-female American rock band, Fanny
- **Candace Stewart**, Studio Manager, EastWest Studios in Hollywood
- **Dawn Birr**, Channel Manager for the Americas, Sennheiser Business Solutions
- **Fabi Reyna**, Founder and Editor of She Shreds Media
- **Vanessa Mering**, Marketing Manager, HARMAN Professional

Please visit [Sherocksawards.com](http://Sherocksawards.com) to find out more about this year's award honorees, performances and presenters.

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#### **About Guitar Center:**

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ and lighting equipment. With more than 280 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 150 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. With an unrivalled in-store experience, an industry-leading online presence and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. For more information about Guitar Center, please visit [www.guitarcenter.com](http://www.guitarcenter.com).

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