



Guitar Center Appoints Ravi Balwada As Senior Vice President, Chief Technology Officer

Westlake Village, CA (October 28, 2019) – Guitar Center, the world’s largest musical instrument retailer, announces the appointment of Ravi Balwada to the position Senior Vice President, Chief Technology Officer.

In his new position, Balwada will be responsible for technology resources across the Guitar Center organization. His strong understanding of software products and platforms, as well as foundational systems in infrastructure and ERP, will drive technology innovation and customer value in support of Guitar Center’s strategic initiatives.

Balwada is a digital technology leader with more than 25 years’ experience across multiple industries, including high-tech, retail and SaaS. His retail experience includes serving as Global Vice President, Digital Engineering & Operations at Best Buy, where, among other accomplishments, he defined their Enterprise Cloud Strategy.

Immediately prior to joining Guitar Center, Balwada was Senior Vice President, Technology, Software and IT at Gogo, where he provided strategic leadership and devised the long-term vision for their software technology organization. He earned his bachelor’s degree in Engineering from Birla Institute of Technology.

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About Guitar Center:

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With nearly 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 200 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. For more information about Guitar Center, please visit www.guitarcenter.com.

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