



## **Guitar Center Appoints Michael Martin as Executive Vice President, Retail Sales, and Operations**

*Retail industry leader to advance comprehensive store management and customer engagement*

**Westlake Village, CA** (May 14, 2024) – Guitar Center Inc. (the “Company” or “Guitar Center”), the world’s largest omni-channel musical instrument retailer, has appointed Michael Martin as Executive Vice President of Retail Sales and Operations, effective immediately. In his new role, Martin will oversee and manage every facet of Guitar Center store operations and customer service excellence. He will report directly to CEO Gabe Dalporto.

“Guitar Center is in the middle of reimagining the magic of the in-store experience for our customers, and Michael’s extensive experience driving innovation and execution in omnichannel retail stores will accelerate that transformation,” said Guitar Center CEO Gabe Dalporto. “With a deep understanding of retail, coupled with his exceptional operational acumen and agility in navigating market shifts, Michael will be an invaluable addition to our team.”

As EVP of Retail Sales and Operations, Martin will lead Guitar Center’s expansive stores network, guiding strategic initiatives across its 300-plus stores and leading a diverse team of 6,000 employees, including retail store operations associates, music instrument repair technicians and lessons instructors. Martin arrives at a pivotal moment for Guitar Center as the retailer implements its strategy to revamp the in-store experience for its customers.

Prior to joining Guitar Center, Martin held key leadership roles at major retailers including Staples, Fanatics, and Wayfair. In these positions he honed a vast array of skills spanning P&L management, strategic integrations, marketing initiatives, real estate expansion, field leadership, and e-commerce unification. He is renowned for his ability to build and inspire high-performing teams, catalyze innovation, and enhance operational efficiencies.

“I’m thrilled to join Guitar Center - a legendary company - in its next phase of growth,” said Martin. “I am committed to fostering innovation and elevating operational excellence across Guitar Center’s diverse sales channels and look forward to working closely with our retail associates as we continue Guitar Center’s transformative journey to provide exceptional experiences to our customers.”

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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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