



## **Guitar Center names Zac Bogart SVP of Digital Marketing**

*M.I. and pro audio digital marketing veteran joins Guitar Center's executive team*

**Westlake Village, CA** (January 3, 2024) – Guitar Center, the world's largest musical instrument retailer, announces the appointment of Zac Bogart to the position SVP of Digital Marketing, effective January 2, 2024. The announcement was made by Gabe Dalporto, Guitar Center Chief Executive Officer, and reflects Guitar Center's initiative of elevating and enhancing the company's digital experience and online presence. Reporting directly to Dalporto, Bogart will oversee Guitar Center's eCommerce channels, Contact Center and Customer Relationship Management (CRM) team. Drawing upon his years of experience in digital marketing for prominent brands in the eCommerce space, Bogart will develop and execute a comprehensive digital marketing strategy aligned with GC's overall business objectives.

Bogart, a data-driven digital marketing executive with deep experience leading high-growth teams, has a significant background in the M.I. and pro audio sector. In addition to being a serious guitar player, Bogart served as Senior Director of Digital Marketing at Sweetwater, where he was responsible for building out the brand's online footprint in the late 2010s, resulting in their accelerated digital growth. After that, he worked as Director of Customer Acquisition at Universal Audio. Most recently, he was CMO at ConsumerAffairs, a rapidly growing online marketplace where millions of consumers research purchases, connect with brands, transact, write reviews, and stay updated on important news.

As part of the larger Guitar Center executive team focusing on the customer experience, Rich Hoalst, Guitar Center EVP and Chief Customer Officer, will continue to be pivotal in the Company's efforts around customer engagement. He will lead Creative, Content and Social, Visual Merchandising, Omni Channel & Services Marketing, and the Marketing Operations teams.

Dalporto remarks, "This is an exciting time for Guitar Center. By leaning into digital innovation to evolve and update the shopping experience, we can seamlessly integrate our stores and digital capabilities to reach our customers wherever they are with intuitive tools and services. Adding Zac to the team is a key part of this strategy."

Commenting on his new role, Bogart remarks, "I am grateful for the opportunity to return to the MI and pro audio industries, joining forces with such a legendary brand as Guitar Center. Working closely with Guitar Center's executive team, I am eager to create innovative concepts that will propel the brand to even greater heights of success while creating a world-class omnichannel experience for musicians and content creators."

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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](http://guitarcenter.com).

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